

ANA and AIMM Outline 6 Actionable Ways Marketers Can Support Asian Communities

Last June, the Association of National Advertisers (ANA) and the Alliance for Inclusive and Multicultural Marketing (AIMM), an arm of the organization, pledged to address systemic racism in the ad world. Now, they're following up on that with a letter taking a stand against racism and violence against Asian American Pacific Islander (AAPI) communities.

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