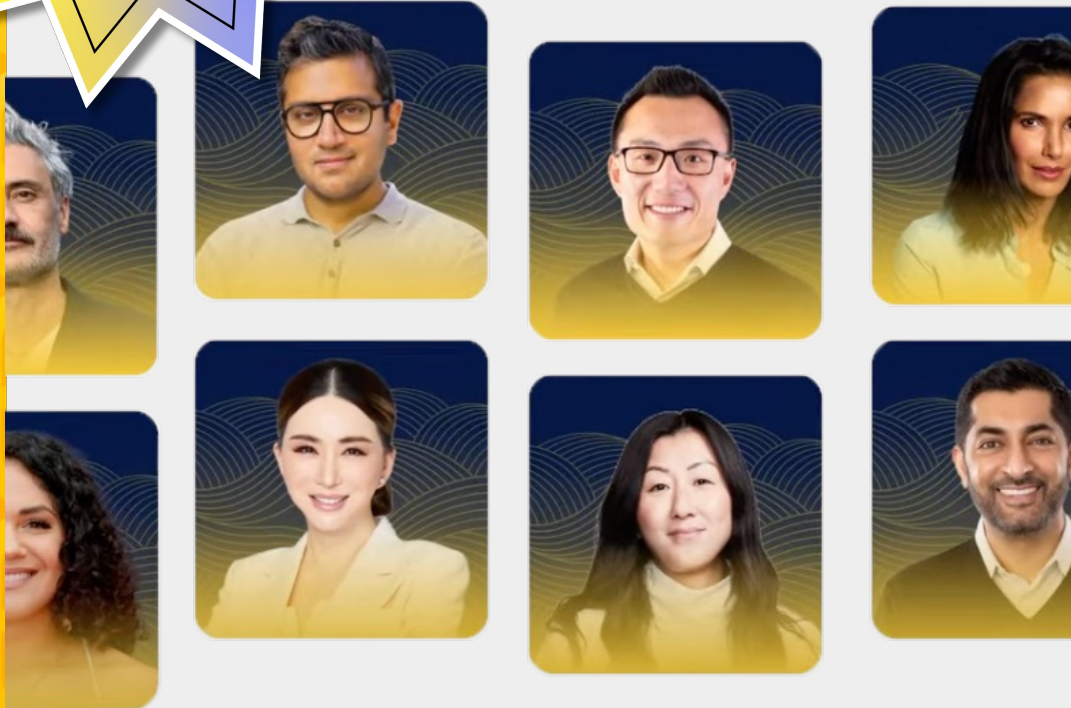


THE PROBLEM

GOLD HOUSE A100 LIST



THE OBJECTIVES:

1. Drive awareness of the A100 list and website.
2. Spark excitement with Gen Z and get them to participate in reshaping API representation.
3. Create a viral earned moment around the A100.
4. Partner with brands that Gen Z loves and identifies with.



THE CHALLENGE:

Get Gen Z audiences to be aware of and engage with the A100 list.

THE DEEPER CHALLENGE:

Compared to previous generations, even millennials, **Gen Z thinks of identity in a different way. They view it as something poly-cultural, an intersection of their identities.** Our challenge isn't just reaching this generation; it's about framing API representation through their lens.

HOW WE GOT HERE

IDENTITY IS DIFFERENT FOR GEN Z

"When I think of the Asian Americans, I think that we're all unique and different. We come from different cultures and backgrounds. We come from unique stories, not just as a group, but also as individual humans." – Mali ¹

The majority of AA Gen Z (50%) and Millennials (48%) identify as equally Asian and American. However, AA Gen Z (27%) skews more American. **Compared to previous generations, they see Americanness as something poly-cultural.**²

REPRESENTATION IS MORE THAN VISIBILITY

"Especially with younger people I talk to, there's not really that issue of 'Oh, I want to see someone that looks like me,'" he said. "To be honest, when I hear that sentence, I think the person might be 35-plus." – Aaron Yin, 28, content creator | co-host of "Politically Asian!" ³

"It's about the range,". "Stories being told, emotions being expressed. **What's different for Gen Z is that there's a kind of diversity and a heterogeneity in the stories being told.**" – Christine Bacareza Balance, Cornell University Professor ³

CREATING A DIVERSE COMMUNITY IS ESSENTIAL

"The desire for belonging is widely felt across our community. But for those who are members of the Gen Z and AANHPI communities, **blending in is no longer part of that journey.** For me and my peers, the true path to **belonging lies in reclaiming our identities,**" – Allen Pham, Sr. Account Executive, Edelman Gen Z Lab ⁶

For Erica, 22, being queer also affects her feelings about belonging, "It feels like **you're being tugged between so many different cultures,** including American culture," ⁵



THE RESEARCH

6 in 10 consumers say it is exciting to meet new people, yet about the same number of Americans, 57%, say it is challenging to make friends. **By helping form these connections, brands can play an active role in creating community.**⁴

ONLINE SPACES ARE IMPORTANT

AA Gen Z are curious and creative on social media. **They seek out community and inspiration on social media,** engaging with a variety of topics.²

TikTok is really bringing all these cultures together that don't know about each other, and we're learning without having to be baby-spoon-fed." – Naomi Namboodiripad, 21, Influencer ³

This need for connection is not predicted to wane anytime soon. The next 2-5 years will likely see an **increase in branded support and facilitation of digital communities** as society becomes less focused on its immediate communities and move more toward becoming interconnected. ⁴

SOURCES:

1. Pew Research Center "What it Means to be Asian in America"
2. Intertrend "Gen Z Redefines 'Asian American'"
3. NBC News "The chronically online third culture is redefining Asian America"
4. Mintel "Asian Americans' Culture & Community US 2022"
5. The Guardian "As Gen Z Asian Americans come of age, the vast majority feel they don't belong"
6. AdAge "AANHPI Heritage Month—How Brands can Reach Gen Z and Older Generations by Embracing Cultural Diversity"



**API GEN ZERS ARE CREATING A
THIRD CULTURE ONLINE AND IRL
BY CULTIVATING RELATIONSHIPS
ACROSS THE PAN-ASIAN COMMUNITY
TO FOSTER A SENSE OF BELONGING.**



THE BIG IDEA

WELCOME TO THE NAIGHBORHOOD

The A100 is more than a list that honors Asian Pacific people, it's a tool that can create and connect a wider, diverse, poly-cultural API community. We'll do this by:

- 1) Creating a tangible way to experience different parts of an identity.
- 2) Bringing diverse API cultures and brands together to into one space.
- 3) Creating a digital network that creates a lasting community where API Gen Zers feel at home.



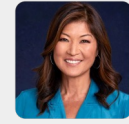
THE A100 NAIGHBORHOOD

Let's create an experience that allows people to physically explore the different elements that make up a unique API identity.

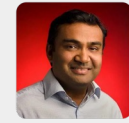
We'll partner with Airbnb to create a "nAighborhood" of rentals that represent one of the 2024 honorees from each of the six A100List categories. Each rental will be designed to feature elements that tie specifically to the honoree's unique identity.

Imagine staying the weekend in the Entertainment & Media house, completely designed around Saweetie's identity. The house would pull in architectural elements of her Filipino, Chinese, and Black heritage, decor would speak to her musicality, and the colors would represent growing up in Hayward, California.

Availability will run from August to October, and guests will be able to book the experience through a cobranded section on both the Airbnb and A100 website. Messaging will encourage users to explore the 2024 list after booking.



Juju Chang - Activism & Journalism House
Co-anchor of ABC Nightline, Jewish Korean American, Swimming Enthusiast



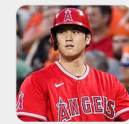
Neal Mohan - Business & Technology House
CEO of YouTube, Indian American, AI Optimist



Saweetie - Entertainment & Media House
Grammy Nominated Artist, Filipino Chinese African American, Head ICY GRL



Patrick Ta - Fashion & Lifestyle House
Gen Z Makeup Mogul, Son of Vietnamese Immigrants, Advocate for LGBTQIA+ Community

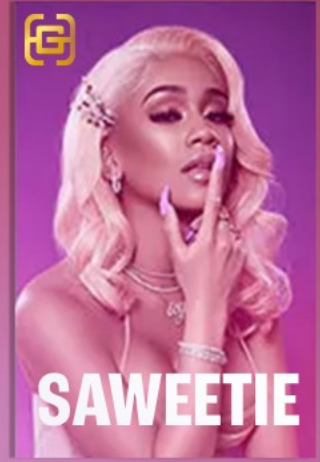
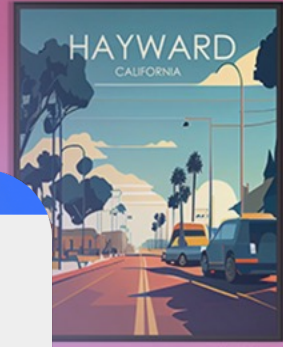


Shohei Otani - Sports & Gaming House
LA Dodgers' Pitcher and Designated Hitter, Japanese, Serious Napper



Iman Vellani - New Gold House
Up and Coming Actress & Writer, Pakistani Canadian, First Muslim Marvel Superhero

*These suggestions are based off the 2023 A100 honorees, updated recommendations will be provided once the 2024 list is finalized.

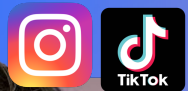


RollingStone The A100 List Creates the First Airbnb nAighborhood

USA TODAY Pack Your Bags, Airbnb's A100 nAighborhood Lets You Stay Inside Saweetie's Identity



BLOCK WARMING PARTY



MEET THE HOST

To welcome people into the A100 nAighborhood, we'll throw a Block Warming Party. We'll tap Gen Z creator, Bretman Rock, to host our celebration, teasing the party on their socials with exclusive BTS content and a post with Gold House.

Rock will prompt his followers to post their unique take on the API experience to TikTok with **#thenAighborhood**. The six people with the most unique stories will get to have the first stay in the nAighborhood.

THE COLLABS

Gen Z craves a deeper connection to their brands and often opt for ones that align with their personal ethos.⁷

So, we'll partner with diverse API brands they love like Youthforia, Sundae School, and Sandy Liang to create a diverse welcome kit.

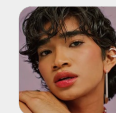
THE VIBE

The party will feature a wide spread of music, food, entertainment and brands from the API community.

Showcasing the diversity of cultures while inspiring guests to explore the nuances of the Asian experience.



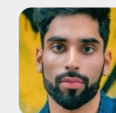
People Reimagining the Block Party: Inside the Event of the Summer Hosted By Bretman Rock and the A100 List



Bretman Rock – Beauty Influencer & Social Media Personality | Filipino | @BretmanRock
Instagram: 18.9 M Followers
TikTok: 16.2 M Followers



Drew Afualo – “Self-Crusador for Women” | Samoan | @DrewAfualo
Instagram: 7.9 M Followers
TikTok: 981 K Followers



Prayag Mishra – Social Media Personality, Self-Dater, Skincare Vlogger | Indian | @444pray
Instagram: 1.3 M Followers
TikTok: 5 M Followers



Ashley Yi – Mukbang Foodie Vlogger | Korean | @Ashyzzle
Instagram: 569 K Followers
TikTok: 6.1 M Followers



Jikaria Sisters – Bollywood Fusion Dancers | Indian | @JikariaSisters
Instagram: 109 K Followers
TikTok: 627 K Followers

THE SPECIAL GUESTS

The guest list will include the 2024 A100 honorees, influencers, and 6 TikTok winners who will be the first people to stay in the nAighborhood.

Content filmed at the Block Warming Party will be utilized across social, both for the official Gold House channels and through influencer and UGC content.

THE DIGITAL NAIGHBORHOOD

To continue to create spaces where API Gen Zers feel represented and comfortable, we'll create a digital version of the nAighborhood via social media.

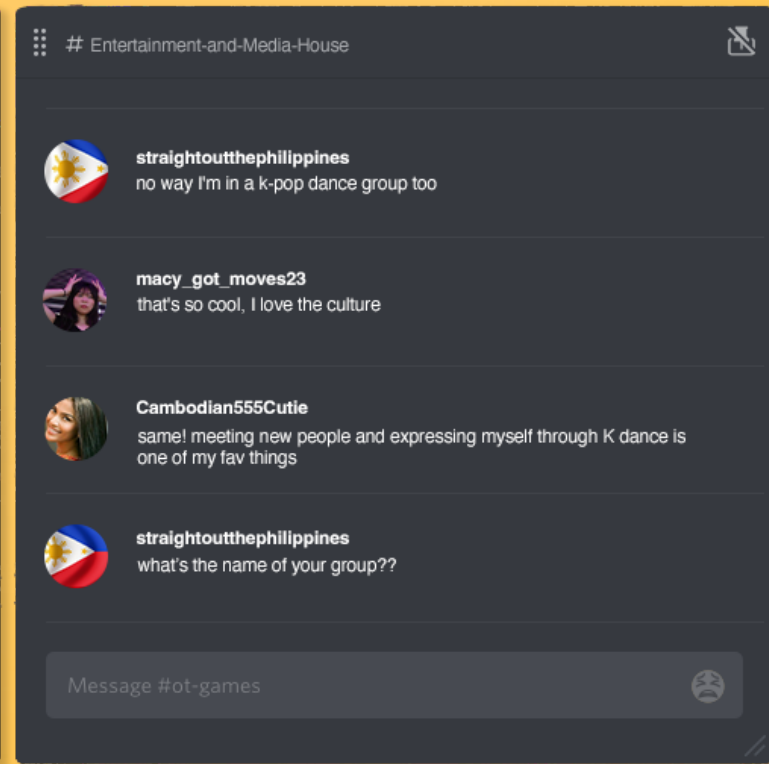
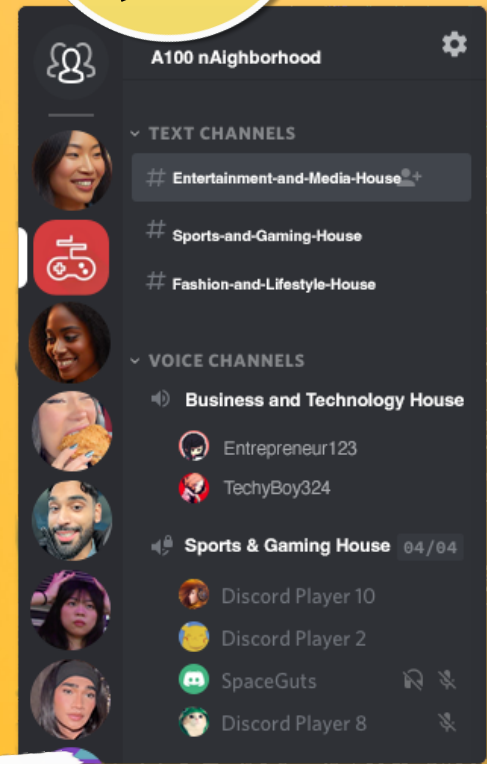
We'll use Discord to develop a special A100 Server, that API users can turn to for finding inspiration, advice, supporting creators or simply as a place to find community and a sense of belonging. The server will host a variety of rooms broken down by the A100 categories, different ethnicities and identities, and interests.

We'll spread awareness of the server by having API influencers from various backgrounds and niches share it with their followers. The portal to join the Discord server will be accessible through the A100 website.



35% OF GEN Z USES DISCORD.⁸

They are looking to be part of **communities** and **conversations** based on shared passions and substance. Discord provides that space.⁹



VULTURE The A100 List Brings Safe Spaces for Asian Pacific People Into the 21st Century

WIRED How the A100 List created an Online nAighborhood with Discord

⁸ [Insider Intelligence](#) "How Instagram, Discord, and other social media platforms balance teen attention with parents' concerns"

⁹ [PR Moment](#) "Will Discord become the go-to social media channel for Gen Z?"

WHY IT WORKS



DRIVES AWARENESS THROUGH CHANNELS GEN Z KNOWS

Increasing awareness of the A100 List by utilizing media-able people and brands they love. Increasing traffic to the website through site integration with brand partners as well as social post CTAs.



CREATES A VIRAL EARNED MOMENT AROUND THE A100

Garnering earned potential from the first ever Airbnb neighborhood, strategic partnerships with Gen Z influencers rooted in pop-culture, and media-able event.



GETS GEN Z EXCITED BY MEETING THEM WHERE THEY ALREADY ARE

Exciting younger audiences by selecting influencers, brands and platforms that they trust and identify with.



INCORPORATES BRANDS THAT GEN Z LOVES AND IDENTIFIES WITH

Fostering relationships through partnerships with brands like Airbnb and collaborations with trending API brands like Youthforia, Sundae School, Sandy Liang, Emshika, and more.



ENCOURAGES PARTICIPATION IN RESHAPING API REPRESENTATION

Actively engaging Gen Z to share their unique POV on their identity by using TikTok and Discord as tools to facilitate conversations in a safe space.



DISPLAYS IDENTITY IN A WAY GEN Z UNDERSTANDS

Showing up in ways that align with Gen Z's idea of poly-culturism and desire for a more diverse blended API community.



HOW WE KNOW IT'S WORKING



78

Airbnb Bookings



5%

Clickthrough Rate to A100 Website



15M

Influencer + UGC Reach



200M

Earned Media Impressions



2.5k

Users on the A100 nAighborhood Discord Server



WHAT WE NEED TO MAKE IT WORK

BUDGET & TIMELINE



**THE NAIGHBORHOOD
AIRBNB PARTNERSHIP
AUGUST¹⁰ - OCTOBER**

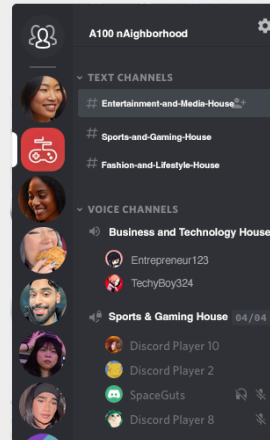
\$641,000

AIRBNB TO PARTNER



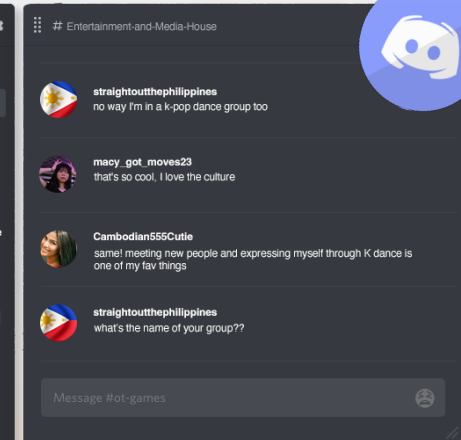
**BLOCK WARMING PARTY
MULTI-BRAND & INFLUENCER PARTNERSHIPS
SEPTEMBER**

\$284,000



**DIGITAL DISCORD NAIGHBORHOOD
MICRO-INFLUENCER & DISCORD PARTNERSHIPS
OCTOBER**

\$75,000



TOTAL \$1,000,000

10. <https://www.statista.com/statistics/1316398/top-summer-travel-months-us/>