It's important for me to see people who have a similar skin tone to me in advertising, but also to see that they have thoughts and feelings beyond just their heritage and what they look like.

They don't see us as individuals, but more like objects for other people's enjoyment.

There is no representation, only sometimes around Lunar New Year – but it's just called Chinese New Year. The community and culture are seen as strange and different.

Disconnected from British culture
Nerdy/Silly
Focus on Chinese New Year
Fashionable
Not representative of East Asia

These findings will never represent the full range of nuances that exist within the East Asian community. Before embarking on any campaign featuring the community we recommend that you ASK REAL PEOPLE ADDRESS CREATIVE PROCESS.