

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

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Subject: interTrend Communications, Inc. and JCPenney Recognized by American Advertising Federation for Multicultural Marketing Initiatives

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LONG BEACH, CALIFORNIA (September 25, 2009) – interTrend communications, Inc., alongside its longtime client J. C. Penney Company, Inc. (NYSE: JCP) are proud to announce their recognition by the American Advertising Federation (AAF) for multiethnic media usage with a Mosaic Award. Both teams were present in New York yesterday to receive the honor for the outstanding usage of media in multicultural initiatives for JCPenney’s “Double Happiness” holiday campaign targeting Asian Americans. This is the second award that interTrend and JCPenney have won for this campaign. They were also awarded an ADDY® Award this past April.

The concept of the “Double Happiness” campaign came from the understanding that while Asian Americans are inclined to celebrate Western holidays because they live in the U.S., they have deeper connections to their homeland holidays. One particular holiday is Christmas, for which the timing is in close proximity to the Lunar New Year, the most celebrated holiday in Asia. While Asian Americans feel deeply rooted to the Lunar New Year, they cannot help but to enjoy the holiday cheer in the U.S. around Christmas time. Thus, Asian Americans are torn during the gift giving season. Born from this insight was the “Double Happiness” campaign, which fused the holidays together to provide double the holiday cheer. “The campaign appealed to the sentiments of the Asian American consumer because it showed that JCPenney was insightful about the cultural differences and making efforts to incorporate them into their campaigns,” noted Julia Huang, president and chief executive officer of interTrend.

With the powerful campaign in hand, interTrend devised a media campaign that took advantage of the strengths of each media vehicle (TV, print, radio) by customizing the message for each platform while also recognizing the evolution of the market towards digital. Each media served as an overlay to the digital campaign keeping with the “Double Happiness” theme while driving traffic to the microsite. The in-language microsite not only helped consumers browse top gift offerings at JCPenney but also offered a “gift-configurator” that utilized Asian zodiacs, age and other characteristics to help suggest the perfect gift. The strong creative concept, executed through a multi-platform media campaign that brought it to life in mass media, was also extended into the stores themselves with the incorporation of the JCPenney red envelope gift card holder.

“As an Asian American advertising agency, interTrend keeps up to date with the evolution of media and the ever changing consumer market. This data, coupled with the insights that we hold of the Asian American market, allows us to create campaigns for JCPenney that connect uniquely and effectively with each consumer,” shared Michael Vitug, Media Director at interTrend.

With the extensive media usage and messaging, the microsite generated over 14 million impressions from display ads and close to 25,000 interactions with the gift-configurator.

“We have been focused on connecting with the Asian American consumer for many years and are proud to be recognized -- along side our valuable partner interTrend -- for our commitment to this important and growing community,” said Mike Boylson, chief marketing officer for JCPenney.

About interTrend Communications, Inc.

interTrend Communications, Inc. has been building relationships, building brands for nearly two decades. As the leading, 100% minority owned, full-service marketing agency targeting a wide range of Asian American segments, interTrend offers marketing solutions that not only touch millions of Asian consumers across the nation but have also greatly influenced the general market. Through traditional practices as well as the excitement of new media, interTrend helps F100 companies establish strong brand leadership positions. From creative development to media buying and everything in between, interTrend is well-versed in the entire marketing and advertising experience. interTrend has established long-term partnerships with Toyota Motor Sales, JCPenney, AT&T, Western Union, The Walt Disney Company, State Farm Insurance, Southern California Gas Company, and San Diego Gas & Electric. Providing impactful solutions that are tailored for each specific client and each unique market segment, interTrend is structured to take on any challenge at any time.

About JCPenney

JCPenney is one of America’s leading retailers, operating 1,106 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, jcp.com, and the nation’s largest general merchandise catalog business. Through these integrated channels, JCPenney offers a wide array of national, private and exclusive brands which reflect the Company’s commitment to providing customers with style and quality at a smart price. Traded as “JCP” on the New York Stock Exchange, the Company posted revenue of \$18.5 billion in 2008 and is executing its strategic plan to be the growth leader in the retail industry. Key to this strategy is JCPenney’s “Every Day Matters” brand positioning, intended to generate deeper, more emotionally driven relationships with customers by fully engaging the Company’s 150,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

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