

CASE STUDIES

TOYOTA AT MOON LANTERN FESTIVAL 2022

At The Asian Garden Mall in Westminster, This second largest event of the year draws approximately 10,000 attendants. Toyota is a main sponsor that had an activation with an auto display and spin wheel for prizes. The spectators check out the new model and enjoy to receiving the information. This campaign CAPTURED a more specific Vietnamese market and built a BRAND-LOYAL audience.

360 CLINIC

During the pandemic 2020, our viewers are relying on LSTV more than ever to provide culturally-relevant information while sheltering in place. 360 clinic was partnered with the show “Goc Khuat” to inform the public about the COVID testing centers.

Over 400,00 people came through the 10-lane drive-thru at Anaheim convention center and OC fairgrounds, along with 40 + kiosks placed throughout Orange County, such as parks, senior centers, community centers, and city halls. Over 60,000 positive cases were detected and prevented further spread of the virus.

There is an increase in viewership on YouTube, Facebook, and the online website littlesaigontv.com.

Without Vietnamese-language television broadcasting, our community will lose critical firsthand information needed to keep our community healthy and safe.