

“As Delta and other variants emerge, there’s a pressing need to ensure culturally relevant, in-language creative is reaching the right audiences with messaging that will resonate. Together with iTalkBB and other leading Asian media companies who created these PSA, we will help bring critical COVID-19 vaccine information to Asian American communities nationwide.”

- Lisa Sherman, President & CEO of the Ad Council

“Through this exclusive opportunity to be part of the Most Exciting Cultural Celebration of the Year, not only did New York Life reach over two million people, but we also communicated the story through multiple channels all at a time. It was one of the most ambitious and successful campaigns. Glad to join work with iTalkBB to service our Asian American communities.” - Dongming Sun, Corporate Vice President, Target Market & Recruiting Strategy

– AGY (New York Life Insurance Company)