

OUR PROJECTS : CELEBRATING ASIAN & AAPI ARTISTS

Projects below are listed from most recent to oldest.



Artist: **SƠN TÙNG M-TP**
Song: **"THERE'S NO ONE AT ALL"**

CREATIVE: CREATORS USED THE TEXT TOOLS TO SET UP A NARRATIVE TO THE "WHY WHY WHY WHY" LYRICS, OR LIP SYNCED AND SHOWED THEIR SELF-EXPRESSION TO THE TRACK.

Examples of creative:

Post 1 [🔗](#) | Post 2 [🔗](#) | Post 3 [🔗](#)



Artist: **SILK SONIC**
Song: **"LEAVE THE DOOR OPEN"**

CREATIVE: FOLLOWING THE FACE ZOOM TREND & LIP-SYNCING TO THE TRACK.

Examples of creative:

Post 1 [🔗](#) | Post 2 [🔗](#) | Post 3 [🔗](#)