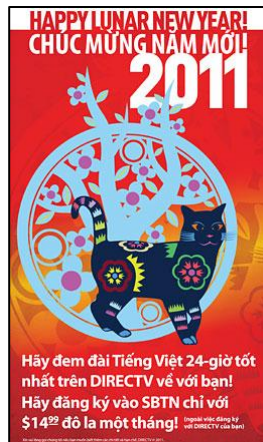




Title: "Happy Vietnamese New Year – Year of the Cat" Event Marketing Campaign
 Client: International Media Distribution – DirecTV
 Description: Designed, developed and executed creative concepts to promote SBTN during the Lunar New Year Tet Festival event season. Event marketing campaign involved booth sponsorships and customized booth kit displays including banners, flyers, premiums, and spin wheel for seven of the nation's largest Tet Festivals: Houston, Los Angeles, Orange County, San Diego, San Francisco, Seattle, and San Jose.
 Award: Campaign was featured on *AdAge*, February 8, 2011

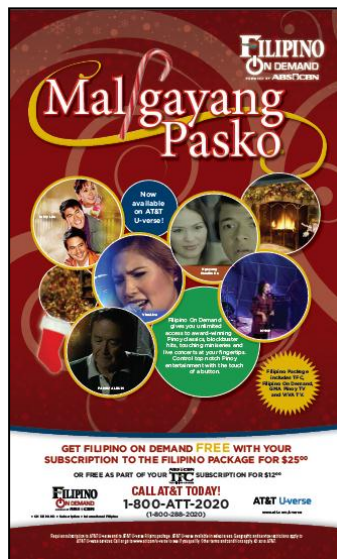




Title: Filipino On Demand Holiday Print Ad Campaign
Client: International Media Distribution – Verizon FiOS
Description: Designed, developed and executed creative concepts to promote Filipino On Demand during the holiday season. Campaign included print ad and direct mail (to be executed in 2011). Developed and executed media plan and buy for Los Angeles, New York and DC Metro.



Title: Filipino On Demand Holiday Print Ad Campaign
Client: International Media Distribution – AT&T U-Verse
Description: Designed, developed and executed creative concepts to promote Filipino On Demand during the holiday season. Campaign included print ad and direct mail (to be executed in 2011). Developed and executed media plan and buy for San Francisco, Sacramento and San Diego.





Title: STAR India PLUS Holiday Marketing Campaign
 Client: International Media Distribution – Verizon FiOS
 Description: Designed, developed and executed creative concepts to promote STAR India PLUS during the holiday season. Holiday marketing campaign included customized print, radio, online and direct mail. Developed and executed media plan and buy for Dallas, Los Angeles and New York. Direct mail campaign was nationwide.

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Title: TV JAPAN Free Preview Holiday Marketing Campaign
 Client: International Media Distribution – Comcast
 Description: Designed, developed and executed creative concepts to promote TV JAPAN during the holiday season. Campaign included print and radio ads and direct mail in Japanese and English. Campaign was executed in the San Francisco Bay Area.
 Award: Campaign received 2nd Place Award for Direct Mail Tactic at the 2010 Excellence in Multicultural Marketing Awards (EMMA)

Comcast

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