



Over 120 Million Views! Kuaishou New Knowledge's "Cloud Temple Fair" Co-creates a Grand Spring Festival Feast

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Shandong News: [Over 120 Million Views! Kuaishou New Knowledge's "Cloud Temple Fair" Co-creates a Grand Spring Festival Feast](#)

During the 2026 Spring Festival, Kuaishou New Knowledge comprehensively upgraded the "Cloud Temple Fair" IP, using a nationwide "chasing the New Year" map as the narrative thread to connect a series of featured activities including Lao Tie's Great Shows, "Lao Tie's New Knowledge Gala," and "Lao Tie's Good Matches," creating an immersive folk custom experience that can be virtually toured online and physically checked-in offline. Among these, the "Lao Tie's Great Shows" event held in Shenyang during the Little New Year period (February 10–11) featured diverse formats such as opera-themed bus parades and multi-regional folk performances, gathering the essence of intangible cultural heritage from both northern and southern China, and sparking a distinctive cultural resonance of the Spring Festival. Through online-offline integration, the campaign attracted over 120 million total livestream views and nearly 5 million likes, presenting a folk custom feast that blended vibrant street atmosphere with cultural sophistication for Kuaishou users nationwide.