



68.2 Billion Impressions, 46.6 Million Co-Creators: Kuaishou Builds a Home Field of Sports for All with 'Lao Tie, Take the Field'

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Shandong Business Daily: [68.2 Billion Impressions, 46.6 Million Co-Creators: Kuaishou Builds a Home Field of Sports for All with 'Lao Tie, Take the Field'](#)

This summer, Kuaishou launched the "Tielishen Cup" (Iron Hercules Cup) campaign with the resounding slogan "On Kuaishou, it's Lao Tie's turn to take the field." Based on this concept, the Tielishen Cup featured sports events such as the Xiangyashan Football Tournament, the Dream-Chasing Youth Football Match, and the Billiards All-Star Match. Through trending-topic operations, fun interactions, all-channel livestreaming, and mass co-creation, Kuaishou built a brand-new sports home field where every Lao Tie can participate, express themselves, have fun, and compete. During the campaign, the "Tielishen Cup" generated 68.2 billion impressions within the Kuaishou platform, event-related livestreams accumulated nearly 360 million views, and over 46.6 million participations were recorded in online venue interactions, quizzes, and derivative content creation. These impressive figures attest to the success and vast potential of Kuaishou's grassroots sports approach embodied in "Lao Tie, Take the Field."