**Arau showcase description**

Arau is a brand that made of pure soap without additives, and it aims to create a safe, natural and eco-friendly cleansing products brand. Brand appoints the View-in team to plan mobile media targeting for the brand in the PARKnSHOP Summerfest Baby Expo. Delivering discounts to potential customers through messaging, to encourage customers to click on the link and drive them to the PARKnSHOP website to make a purchase, thus increasing the effectiveness of the promotion.

Arau 是一系列無添加純梘潔淨成分，並旨在創造安全、天然及環保的洗護產品的品牌。品牌任命View-in團隊為品牌於百佳網店BB展中策劃流動定位廣告，透過訊息傳送折扣優惠到潛在客戶。以提升客戶消費意欲，並鼓勵客戶點擊連結及前往百佳網頁進行選購，從而提升促銷成效。

MOBILE CAMPAIGN MEDIA

MEDIA STRATEGY AND PLANNING