**CLEODITE Showcase Description**

CLEODITE is a popular Japanese hair color brand. In 2022, brand appoints View-in team to support the social retainer service. Our team design different graphics and videos for the brand’s Facebook fan page. This created an image for the brand and provided the audience with the brand’s product features, functions and interacted with the audience. Thus, to increases brand’s sales and the awareness of the brand.

CLEODITE是日本大熱染髮品牌。品牌於2022年任命View-in團隊為其Facebook專頁制定社交媒體營銷策略，設計各類圖文及影片。透過帖文塑造品牌形象，向受眾介紹產品特性及進行互動，以增加品牌銷售率及對品牌的認識。

SOCIAL CONTENT MANAGEMENT

GRAPHIC DESIGN

MEDIA PLANNING

USER INTERFACE

ANIMATION PRODUCTION