**DONDONYA x TORIKIA showcase description**

**DONDONYA x TORIKIA | MAXIM'S**

MOBILE CAMPAIGN

MEDIA PLANNING

DESIGN PRODUCTION

MOBILE MESSAGE

丼丼屋×鳥開是香港的連鎖親子丼概念店。品牌任命View-in團隊為其聯乘店開幕策劃流動定位廣告。透過訊息將其店舖設計概念及餐目詳情傳送到潛在客戶，以提升消費人次及促銷成效。

DONDONYA x TORIKIA is a Japanese restaurant chain in Hong Kong specializing in Oyakodon. Brand appoints View-in team to plan mobile media targeting for its concept store. Delivering the details of the store design concept and menu to potential customers through messaging, to increase the number of consumption and the effectiveness of the promotion.