**DONDONYA Showcase Description**

DONDONYA is a Japanese restaurant chain in Hong Kong specializing in donburi. Brand appoints View-in team to develop an Instagram AR filter game and design its in-store printed materials. Customers can play the game by using facial expressions and take a picture or video with the AR octopus filter. They can also get a coupon if they share the picture or video on stories. This game successfully promotes the brand's new product and encourages customers to spend in the restaurant.

丼丼屋是香港的連鎖日式丼飯專門店。品牌任命View-in團隊設計Instagram AR濾鏡遊戲及店內印刷宣傳品。顧客可透過做出面部表情進行遊戲，並可於完成遊戲後與AR八爪魚濾鏡合照或拍攝影片。如顧客將照片或影片分享至限時動態，更可獲贈優惠劵供下次惠顧使用。遊戲成功宣傳品牌的新產品，並鼓勵顧客於店內消費。

INSTAGRAM AR APPLICATION

USER INTERFACE

IN-STORE PROMOTIONAL MATERIALS DESIGN & PRODUCTION

<https://www.youtube.com/watch?v=joVQEz-e-TA>