**FURLA Showcase Description**

FURLA is a famous Italian brand of leather bags, shoes, and fashion accessories. T Brand appoints the View-in team to plan mobile media targeting for its In-store discount offer. Delivering the details of the selected products and offer to potential customers through messaging, to increase the brand’s sales and store traffic.

FURLA是著名的意大利真皮手袋、鞋履及流行配件的品牌。品牌任命View-in團隊為其限時折扣優惠活動策劃流動定位廣告。透過訊息將精選商品資訊推廣及傳送至潛在客戶，以提升品牌銷售量及商鋪人流。

FURLA

MOBILE CAMPAIGN

MEDIA PLANNING

DESIGN PRODUCTION

MOBILE MESSAGE