**Katch Showcase Description**

Katch is Konew Financial Express’s mobile app offer platform based in Hong Kong. In 2021, the brand appoints View-in team to develop an interactive in-app mobile game. Through a series of mini games, it successfully attracts users to play and download the mobile app. Players can also invite friends to join with their personal referral codes and accumulate the highest score to win prizes. This game significantly increased the number of downloads, daily logins, offer claims and plays of the app.

Katch為康業信貸的手機應用程式優惠平台，品牌於2021年任命View-in團隊開發互動獎賞遊戲。透過一系列小遊戲，成功吸引用戶遊玩及下載手機應用程式。玩家更能透過個人推薦碼邀請親友參與遊戲，以增加分數及換取豐富獎品的機會。此活動大大增加了應用程式的下載、每日登入、領取優惠及遊玩次數。

GRAPHIC AND ANIMATION

GAME APPLICATION

HTML DEVELOPMENT

USER INTERFACE PRODUCTION

REDEMPTION PROGRAM

<https://www.youtube.com/watch?v=HjtvzclEaQ0>