**LINK showcase description**

LINK is the first real estate investment trust listed in Hong Kong. In 2020, brand appoints View-in team to plan the mobile media targeting strategy for its reward campaign. Our team helps define customer segmentation to reach potential customers and stimulate them to spend over with offered campaign information.

領展為香港上市大型地產商，品牌於2020年任命View-in團隊為蝴蝶廣場及街市的促銷活動策劃移動定位廣告，通過移動媒體網絡向潛在客戶提供詳細訊息，從而帶動人流和刺激消費，客戶可以憑短訊免費換取禮品。

MOBILE CAMPAIGN

MEDIA STRATEGY AND PLANNING

DESIGN PRODUCTION