**LINK T Town showcase description**

T Town is one of the most popular shopping malls in Tin Shui Wai. In 2021, brand appoints View-in team to plan the mobile media targeting strategy for its redemption program collaborating with Cookie DPT, a famous local cookie brand. Our team helps defining customer segmentation and delivers redemption information to the potential customer group. It encourages customers to spend a designated amount to redeem a cookie gift set.

T Town 是天水圍人流最多的購物商場之一。商場於2021年任命 View-in 團隊為其與本地人氣美式曲奇品牌 Cookie DPT 聯乘的禮品換領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活動詳細訊息，並鼓勵客戶在商場消費滿指定金額以換取曲奇套裝。

DESIGN PRODUCTION

MEDIA PLANNING

MOBILE CAMPAIGN