**Pearson showcase description**

Pearson is the world’s premier educational institution, which combine nearly 300 years of publishing experience with advanced educational technology and online resources to support every learner. Their products and services in Hong Kong and Macau are market-leading, from pre-school, primary, secondary and tertiary education to adult education. The brand appointed the View-in team to provide micro-influencer marketing and promote “Longman English Plus”, which helps to increase brand exposure and reach more target audience.

培生 (Pearson) 為全球首屈一指的教育機構，結合近 300 年的出版經驗，開拓先進的教育科技與網上資源，致力支援每位學習者。並於香港及澳門的教育產品及服務由學前、小學、中學、高等教育至成人教育，均領先巿場。品牌任命View-in團隊提供素人營銷策略，以宣傳朗文家英語互動學習App，增加品牌曝光率及接觸更多潛在客戶。

SOCIAL CONTENT MANAGEMENT

PR MANAGEMENT

MEDIA PLANNING

DESIGN PRODUCTION

MICRO INFLUENCER MARKETING

<https://www.youtube.com/watch?v=NSIV57VG79c>