**Pearson showcase description**

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團隊發放推廣訊息，以宣傳限時優惠，鼓勵顧客下載手機軟件程式，學習英語。

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 send out promotional messages to advertise the limited time offer and encourage customers to download the mobile software application and learn English.

MOBILE CAMPAIGN

MEDIA PLANNING

DESIGN PRODUCTION

MOBILE MESSAGE