**PolyU HKCC – MMS showcase description**

PolyU HKCC was established under the auspices of The Hong Kong Polytechnic University (PolyU). Brand appoints the View-in team to plan the mobile media targeting strategy. A concise graphic is designed to share the courses information with potential students. By clicking the link in SMS, students can proceed application through the mobile message and increase overall application rate.

PolyU HKCC為香港理工大學旗下專上學院。品牌任命View-in團隊於全港公開試放榜時期向應屆考生發放推廣訊息，分享專上課程的資訊，鼓勵學生網上報名，提高課程報名率。

MOBILE CAMPAIGN

MEDIA STRATEGY AND PLANNING

DESIGN PRODUCTION