**POLYU SPEED**

MOBILE CAMPAIGN

DESIGN PRODUCTION

USER INTERFACE

MOBILE MEDIA PLANNING

<https://www.viewincreative.com/service/polyu-speed-2/>

<https://www.viewincreative.com/service/polyu-speed-3/>

<https://www.viewincreative.com/service/polyu-speed-4/>

PolyU Speed為香港理工大學旗下專業進修學院。品牌任命View-in團隊向副學士畢業生發放推廣訊息，分享銜接課程和研討會的詳細資訊，以及向潛在的副學士及高級文憑學生發放推廣訊息，分享網上招生日的詳細資訊，鼓勵學生按下連結即時報名，提高課程報名率。品牌亦任命了“View-In”團隊來制定移動媒體定位策略。 手機網頁包括SPEED 2021課程詳細信息，供接收者檢查，詳細信息也可以單擊該子頁面進行在線研討會註冊。

PolyU SPEED is a higher education institution established by The Hong Kong Polytechnic University (PolyU). Brand appoints the View-in team to plan the mobile targeting strategy. MMS including the information of the bridging programs and online admission day is delivered to the potential associate degree and higher diploma students. It encourages students to click the link in the MMS and proceed to application immediately and increase overall application rate.

Brand also appoints the View-In team to plan the media targeting strategy. Mobile web includes the SPEED 2021 course details for receivers to check the details, receivers also can click the subpage for online seminar registration.



一張含有 文字, 電子用品 的圖片

自動產生的描述

一張含有 文字, 個人, 握住, 手 的圖片

自動產生的描述

一張含有 文字, 個人, 行動電話, 手機 的圖片

自動產生的描述