**Regal Hotel Group showcase description**

Regal Hotel Group is a famous hotel brand in the Hong Kong market. Brand appoints the View-In team to plan mobile media targeting and visual production. Find out the segmentation customers to target their hobbies and location, and use the instant offer to encourage customers to purchase the hotel service.

富豪酒店集團是香港市場著名的酒店品牌。 品牌任命View-In團隊來計劃手機網絡媒體定位和圖像設計製作。 找出細分客戶以他們的愛好和位置為目標，並使用即時優惠來鼓勵客戶購買酒店服務。

MOBILE MEDIA PLANNING

MEMBERSHIP MESSAGE

DESIGN ADAPTATION