**San Miguel showcase description**

San Miguel Beer refers to San Miguel Pale Pilsen, a subsidiary of San Miguel Corporation. It is one of the famous beverage Brand in the world. Brand appoints View-in team to develop an Instagram AR filter game for Valentine’s Day in 2022. Blinking to trigger the special animation effect so to take selfie with the valentine's day themed frame. The game successfully promoted the brand’s social media with this Valentine’s Day campaign, as customers can share the soft copy to social media.

香港生力啤酒是世界著名啤酒食品公司，附屬菲律賓的商業巨人生力集團。品牌於2022年任命View-in團隊設計情人節Instagram AR濾鏡遊戲。透過眨眼以播放動畫，並使用使用情人節主題濾鏡自拍。完成遊戲後，客戶能分享自拍照至社交媒體。此濾鏡遊戲成功提升品牌的情人節活動參與度及認知度。

SAN MIGUEL

INSTAGRAM AR APPLICATION

USER INTERFACE

GRAPHIC AND ANIMATION

<https://www.youtube.com/watch?v=8yQRdR2S_II&feature=emb_title>