**Stanley Plaza Showcase Description**

Stanley Plaza is a shopping mall under Link, a unique lifestyle destination. Brand appoints View-in team to support the social retainer service. Our team design different graphics and animations, as well as personalizes the content of the marketing strategy to match the onsite campaign and personality of the brand. This provided the audience with the latest news, which successfully boosted traffic and interaction with customers.

赤柱廣場是領展旗下的赤柱旅遊熱點商場。品牌於2021年任命View-in團隊為其Instagram專頁制定社交媒體營銷策略。配合品牌個性，個性化營銷策略內容。根據活動或為品牌制定主題，透過設計各類圖文及動態圖為受眾提供品牌最新消息，這成功地促進了商場人流及品牌與客戶之間的互動。

STANLEY PLAZA

SOCIAL CONTENT MANAGEMENT

GRAPHIC AND ANIMATION

MEDIA PLANNING

LEAD GENERATION