**T.O.P Showcase Description**

T.O.P is a shopping mall under Link, a trend-setting destination in Mongkok. 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 dynamic personality of the brand. This provided the audience with the latest news and promotional offers for the shops, which successfully boosted traffic and interaction with customers.

T.O.P是領展旗下的旺角潮流地標商場。品牌於2021年任命View-in團隊為其Facebook及Instagram專頁制定社交媒體營銷策略。配合品牌活力及潮流的個性，個性化營銷策略內容。緊貼潮流話題，設計各類圖文及動態圖，旨在為受眾提供最新消息、提供商鋪促銷優惠。這成功地促進了人流及與客戶之間的互動。

SOCIAL CONTENT MANAGEMENT

GRAPHIC AND ANIMATION

MEDIA PLANNING

LEAD GENERATION

JOINT-PROMOTION