**Thermos showcase description**

Thermos is a lifestyle brand specializing vacuum keep-warm glass bottles. In 2020, brand appoints View-in team to plan the mobile media targeting strategy for its sales promotional campaign. Our team help defining customer segmentation in order to reach the potential customers and encourage impulse buys with offered campaign information.

THERMOS ® 膳魔師是專營真空保溫杯瓶產品的生活品牌，品牌於2020年任命View-in團隊為促銷活動策劃移動定位廣告，通過移動媒體網絡向潛在客戶提供詳細訊息，客戶可以在零售商店購買時顯示手機網頁頁面，以享受優惠。

MOBILE CAMPAIGN MEDIA

STRATEGY AND PLANNING

MEMBERSHIP MMS CAMPAIGN

DESIGN PRODUCTION