**Yakiniku LIKE showcase description**

Yakiniku LIKE is a famous yakiniku specialist from Japan with more than 50 restaurants across Asia and arrived Hong Kong in 2021. Brand appoints View-in team to plan mobile media targeting and visual production for its opening campaign. Through defining customer segmentation, the opening and limited offer information is delivered to the target customer group. It successfully stimulates customers to visit the restaurant and enjoy limited offer.

燒肉LIKE是來自日本的一人燒肉專門店，目前於全亞洲擁有超過50間分店，並在2021年登陸香港。品牌任命View-in團隊為開幕活動策劃流動定位廣告及圖像設計製作，透過流動媒體網絡找出潛在客戶，並傳送開幕資訊及優惠活動訊息。訊息成功刺激客戶消費意欲，鼓勵客戶前往店舖使用限量優惠。

DESIGN PRODUCTION

MOBIE CAMPAIGN

MEDIA PLANNING