**YATA MMS showcase description**

YATA is a local premium department store brand. Brand appoints View-in team to plan the mobile media targeting strategy for the promotion of its supermarket expansion opening. Our team helps defining customer segmentation and delivers expansion opening information and E-coupons to the potential customer group. It encourages the customers to visit the store to purchase within the promotion campaign period.

YATA是香港的頂級百貨公司品牌。品牌於2021年任命View-in團隊為旗下超市擴充後的開幕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店舖擴充後的詳細訊息及電子優惠劵，吸引客戶親臨店舖消費。

DESIGN PRODUCTION

E-COUPON SYSTEM

REDMEPTION WEB

MEDIA PLANNING