**Tsz Wan Shan Shopping Centre Showcase Description**

Tsz Wan Shan Centre is a one-stop shopping mall under Link. Brand appoints View-in team to develop an Instagram AR filter game. Customers can move their heads to play the game. After completing the game, customers can redeem gifts with the screenshot and selfie with the photo frame for social sharing. The game successfully promoted the mall’s Christmas campaign and encouraged customers to redeem gifts during the event period.

慈雲山中心是領展旗下的一站式購物商場。品牌任命View-in團隊設計Instagram AR濾鏡遊戲。顧客可透過移動頭部進行遊戲，並可於完成遊戲後憑螢幕截圖以換領禮物，並與拍照框合照及分享至限時動態。遊戲成功宣傳商場的聖誕活動，並鼓勵顧客於活動期間換領禮品。

TSZ WAN SHAN SHOPPING CENTRE

INSTAGRAM AR APPLICATION

USER INTERFACE

GRAPHIC AND ANIMATION

<https://www.youtube.com/watch?v=KGP_swSEGSk>