

L'Oréal Paris partners with King Power in Jumbo thematic takeover in Bangkok



L'Oréal Paris partners with King Power International in an eye-catching Jumbo pop-up

L'Oréal Paris Travel Retail Asia Pacific and King Power International have joined forces in the first-ever thematic Jumbo takeover campaign at the King Power Srivaree Duty Free Downtown Complex in Bangkok.

The partners are also celebrating L'Oréal Paris' sponsorship of the King Power International Ambassador Polo Tournament 2024.

The immersive scientific pop-up brings to life the science and technology behind the Jumbo products' high-performance formula. Dubbed as the 'Bigger Science, Better Savings' science laboratory, the pop-up featured the brand's travel retail exclusives - Revitalift Filler Eye Cream for Face Jumbo in 65ml, Youth Code Ferment Pre-Essence Jumbo in 115ml and UV Perfect City Resist Jumbo in 65ml, to provide travelers with exclusive accessible formats when shopping in duty-free.



Pop-up visitors are encouraged to get to know the Jumbo products, some of which are exclusive to travel retail

Entering the pop-up, shoppers are invited by the larger-than-life Jumbo products to immerse in each dedicated zone, understanding more about the science and efficacies behind each product, as well as the additional savings and value provided to shoppers in this channel exclusive format.

Dedicated brand ambassadors guide consumers on an educational journey to discover the science and innovation behind the brand's Jumbo products.

Further into the pop-up, travelers can participate in an interactive retail-tainment game where they can grow their own Jumbo products in the L'Oréal Paris virtual science laboratory while simultaneously learning about their product benefits by collecting as many product ingredients as possible. After completing the retail-tainment game, travelers will receive a coupon to redeem a complimentary Face & Eye massage roller with the purchase of every Revitalift Filler Eye Cream for Face Jumbo Duo.

Arnaud Darde, General Manager of L'Oréal Paris Travel Retail Asia Pacific, said, "We are thrilled to work with King Power International once again in this first-ever Jumbo thematic campaign, where we are bringing our exclusive travel retail Jumbo bestsellers to Thailand to offer shoppers an immersive retail experience and better savings on their duty-free purchases. We will continuously strive to provide seamless, engaging retail experiences and look forward to bringing more disruptive pop-ups to our customers in the region."

In celebration of the strong partnership with King Power International, L'Oréal Paris continues to be a proud sponsor of the King Power International Ambassador Cup Polo Tournament 2024, and International Ladies' Polo Tournament 2024. These annual events see polo players from all around 2

the world display international camaraderie through polo. In particular, the International Ladies' Polo Tournament aims to showcase the potential and skills of women in polo. As a brand that supports the conquest to break down barriers, L'Oréal Paris said it is honored to support two teams in this years' events.

Under a 'Friendtastic Polo Camp' concept, the Ambassador Cup Polo Tournament 2024 saw six teams compete, with the L'Oréal Paris team putting up a strong fight against other teams. In the International Ladies' Polo Tournament, the L'Oréal Paris team also displayed excellent skills, emerging first runner up, a commendable performance.

According to L'Oréal Paris, these collaborations reinforce the excellence through strong partnership between King Power International and L'Oréal Paris Travel Retail Asia Pacific to continue supporting and inspiring customers in the region.