

Dr.Ci:Labo rings in CNY in Haikou with omnichannel campaign



[Dr.Ci:Labo](#) has amped up festivities for Lunar New Year at its Haikou International Duty Free Shopping Complex Online-to-Offline (O2O) concept store. The 360-degree campaign delivers fresh content and engagement while offering new immersive experiences for the Hainan market during China's peak travel season, explains the press release.

Michelle Tong, Regional Business Development Manager Travel Retail, Johnson & Johnson, said, "We are excited to leverage the power of Dr.Ci:Labo's O2O concept store to engage with shoppers, delivering our trademark *Omotenashi* (selfless customer service) care and clinical skincare equity with a unique festive twist. Together with our partners China Duty Free Group (CDFG), we want to welcome shoppers into our retail universe with a differentiated yet holistic and innovative retail experience."

Inspired by the Japanese woodwork, the DCL Concept Store has been reskinned in auspicious colours of red and gold complemented by the design elements of Chinese Infinity Knots and golden rings to reflect the brand's wish for shoppers to have a fulfilling and abundant new year ahead. In collaboration with CDFG, the visually impactful lunar new year-themed LED pillar increases DCL's visibility and brand presence in the beauty zone.

"Gifting is an important tradition in the Chinese culture. The DCL Lunar New Year Travel Retail Exclusive gift set, only available through CDFG in Hainan and on their e-commerce site, comes wrapped with a festive red ribbon for shoppers to gift the perfect skincare set to their loved ones. Shoppers can give a touch of *Omotenashi* hospitality to their friends and family, bringing prosperity to both giver and receiver," the release continues.

At the concept store, shoppers can also play the 'Spot the Difference' game via the interactive touchscreen to win exclusive vouchers that are redeemable online for DCL purchases, only available at Haikou International Duty Free Shopping Complex.

"The Dr. Shiropy-fronted interactive display provides us a platform to continually refresh our content and engage our loyal DCL customers. The 'Scan-and-Pay' feature, an extension of the Augmented Reality (AR) technology, enables customers to redeem vouchers online and promotes fuss-free transaction to avoid long waiting time at the queue," added Tong.

Shoppers are also gifted a set of Dr.Ci:Labo red packets with any purchase online or offline. For purchases above RMB688 in-store, shoppers are entitled to two sets of DCL red packets, an exclusive DCL Mini Tote Bag, and a chance at the sure-win Gashapon (iconic coin-operated capsule toy dispenser that appears almost at every corner in Japan's busiest streets) giving shoppers additional opportunity to win exclusive Dr. Shiropy merchandise.