

FOREO x Shinsegae launch promo campaign to expand digital agenda



The FOREO x Shinsegae campaign created significant buzz and featured an “Experience Group” launch via the latter’s online shopping platform [SSG.com](https://www.ssg.com)

FOREO, has partnered with Shinsegae to launch a promotional campaign via Shinsegae Group’s online shopping platform [SSG.com](https://www.ssg.com). The launch is in line with the leading beauty brand’s desire to expand further digitally with bold agendas and new offerings.

The campaign featured an “Experience Group” launch via Shinsegae’s online shopping platform over the span of a seven-day period, with a LUNA play plus and a Micro-Foam Cleanser up for grabs. Participants were required to leave a comment stating why they deserved to win, with five top entries selected from a staggering 2,000 participants.

With comments such as “All of my favorite YouTubers use the FOREO Luna” and “I want to introduce FOREO to everyone I know,” entries from participants displayed an overwhelming amount of support for FOREO as a brand. The long list of comments proved that the name is synonymous with effective cleansing and a loyal following.

“With the pandemic forcing companies to become more reliant on digital content to attract both current and potential customers, we are constantly on the lookout for new partnerships to push

creative digital campaigns. Content has become more important than ever and partnering with the right people will give us an edge over the competition.

"Our campaign with Shinsegae created significant buzz, and of course its customer base proved indispensable when it came to making the campaign a success. We look forward to many more collaborations in the future," says Gary Leong, Global Travel Retail Director.

[SSG.com](https://www.ssg.com) is an e-commerce company affiliated with South Korean retail giant Shinsegae Group. The group delivers a diverse array of fashion, beauty and lifestyle brands. Translating directly to "new world," the company believes strongly in delivering quality and long-lasting products to its customers.