

NARS ICONS: a takeover of Haitang Bay with China Duty Free Group



In addition to executing an extensive digital media and marketing campaign across Chinese social media platforms such as Weibo, the team styled OOH banners over the *NARS ICONS* animation to create interest and generate awareness

Shiseido Travel Retail has reinforced its strong partnership with China Duty Free Group (CDFG), with the successful launch of the worldwide exclusive *NARS ICONS* animation. Representing the bold and beautiful makeup brand, NARS, the animation is located at CDFG's Sanya International Duty Free Shopping Complex, Haitang Bay.

Building on NARS' growing presence in China, the collaboration allowed the brand to generate further engagement with its key consumer demographic as momentum returned to the Chinese domestic travel market. Held June 2 - 29, the animation was promoted via an extensive digital media and marketing campaign across Chinese social media platforms. The result: a combined online reach of 35.9M and achieved sales of +26% versus the target for the NARS brand. The campaign was boosted by a 360° omnichannel marketing program, which centered on the Chinese consumer and spanned across digital channels & interactive in-store experiences.

Bringing to life the brand's iconic makeup offering and the story of its founder, François Nars, the *NARS ICONS* animation featured several milestone moments including a global-first, *NARS ICONS* augmented reality (AR) game, the brand's first-ever celebrity engagement in travel retail with the Chinese actress, Wang Ou, and CDF-exclusive sets that consisted of NARS' products.

“Since its travel retail debut in China last year, NARS has grown its duty free footprint to five stores, with CDF Mall Haitang Bay becoming a key strategic door for the brand. We are pleased to [bring] the *NARS ICONS* animation to this important market with China Duty Free Group. This collaboration marked our steadfast commitment to our retailer partner and our core Chinese traveler audience during these unprecedented times.

The animation was a bold expression of NARS’ modern, audacious and iconic style, and its engaging digital and in-store elements were a testament to our dedication to creating captivating and exciting experiences for the ever-changing consumer.

Together with CDFG, we implemented a thrilling online-to-offline (O2O) consumer journey for all visitors as they resumed their travel plans within China, and the results affirm the appeal of NARS and lay a blueprint of success for future initiatives,” comments Elisabeth Jouguelet, Vice President of Marketing & Innovation, Shiseido Travel Retail.

Inspired by Mr. Nars’ passion for photography, the *NARS ICONS* animation took the form of a camera obscura, the earliest predecessor of the photographic camera, and provided a number of digital engagement elements. Upon entering the outpost, consumers scanned a QR to play the AR game, after which, they could redeem a product sample for their participation.

With the cessation of makeup demonstration services, for the safety of consumers, iPads were stationed at the makeup consultation table to allow consumers to watch makeup tutorials and learn artistry tips to experiment on their own using NARS’ iconic products. To further enhance

consumer engagement, shoppers were invited to vote for their favorite top five iconic NARS products, by pressing a button at the outpost.

The digital campaign, which targeted visitors to Sanya, aimed to drive online conversations via the CDFG e-commerce store, as well as footfall to the animation. NARS utilized highly-targeted

programmatic ads to increase traffic to the NARS dedicated page on the CDFG website, where visitors could purchase items and self-collect at the pop-up. Wang Ou, who has a following of 12.6M+ on Weibo, created video content to introduce CDFG’s exclusive set and promote the animation. Additionally, CDFG developed campaigns across Weibo, WeChat and Douyin