

Shiseido Travel Retail launches Summer Campaign in Hainan with CDFG



A Shiseido Summer Campaign 2023 activation at Horizon Resort & Spa Yalong Bay

[Shiseido Travel Retail](#) has launched Shiseido's Summer Campaign throughout May and June in Hainan, anchored by the brand's first tri-party collaboration with China Duty Free Group (CDFG) and eight luxury hotels across the island.

According to the company, Shiseido is welcoming summer with a 360-degree O2O activation that pioneers a new connected Shiseido experience for travelers across digital, in-resort and on-counter touchpoints. The campaign and accompanying animations spotlight Shiseido's anti-aging Vital Perfection range with a vacation theme featuring tropical elements.

Evelyne Ly-Wainer, Chief Commercial Officer, Travel Retail Asia Pacific at Shiseido Travel Retail said, "We are excited to mark the return of SHISEIDO's summer campaign with a win-win partnership with China Duty Free Group and leading luxury hotels across the island. Extending our collaboration to the hospitality sector allows us to reach more travelers during the peak holiday period and immerse them in an oasis of rejuvenation throughout their journey and stay. Younger travelers are looking for unique and memorable experiences that they can share on social media, and the campaign offers a fun way to engage with the Shiseido brand while showcasing our *omotenashi* spirit."

Grace Wang, General Manager of Perfume & Cosmetics, Central Merchandising Division, China Duty Free Group, added, "It is our pleasure to partner with Shiseido Travel Retail to bring Shiseido's fun-loving campaign to life as the summer season heats up in Hainan. As we strive to provide new ways of

experiencing our travel retail offerings, we believe the Shiseido summer campaign is well-placed to inspire shoppers during their stay, and we look forward to seeing holidaymakers embrace the vibrant energy of the season.”

The flagship hotel animation at Crowne Plaza Sanya Haitang Bay Resort features engaging touchpoints that capture the vitality of summer with product discovery areas, a surf-inspired photowall, as well as offline and online gamification with exclusive gifts to be won. The summer campaign is supported by impactful hotel animations, powered by a dedicated H5 mobile game, and on-counter and in-store animations in duty free shopping malls across the island.

To round up the experience, travelers can purchase travel-exclusive sets that are only available through e-commerce and on-counter in Hainan. Featuring hero products from the Shiseido Vital Perfection franchise – Vital Perfection White Revitalizing Softener Enriched and Vital Perfection White Revitalizing Emulsion Enriched, the sets are released in limited quantities alongside exclusive GWPs.

The Shiseido Summer Campaign is boosted by a major partnership with online payment platform Alipay to reach digital natives, providing a holistic 360-degree O2O experience. The Alipay campaign drives awareness, reach and conversion among Chinese travelers through a range of mechanics including GWPs, coupons, hotel room drops, as well as prominent out-of-home (OOH) activations at Sanya Phoenix International Airport and two major Sanya hotels. The campaign is further strengthened by an integrated digital strategy covering social media, WeChat mini program, KOL engagement, and livestream activities.