

Changi Airport's iShopathon ft. deals & rewards returns for round two



Race for deals from 7.7 to 8.8

Score extra 8% off* with code ISHOPATHON8 on over 19,000 deals at up to 60% off!

*No min. spend & S\$30 cap. T&Cs apply.

Changi Airport's e-commerce portal, iShopChangi, welcomes back a five-week tax-absorbed shopping marathon for non-travelers. iShopChangi.com is back with season two of *iShopathon*, a mega campaign that sees up to 60% off for more than 19K products – plus, livestreams, flash deals and weekly giveaways.

Initially launched during the height of COVID-19, *iShopathon* is making a comeback following a successful run last year. From now until August 10, 2021, shoppers can look forward to site-wide discounts with up to 60% off an assortment of products and brands, an engaging and interactive “shoppertainment” experience via extended livestreams – featuring popular personalities – and weekly giveaways.

Despite the dip in air travel and passenger traffic, Changi Airport Group (CAG) saw more new customers coming on board iShopChangi (+93% YOY) from the inaugural *iShopathon*. During the campaign, participants engaged in weekly interactive livestream sessions featuring various product categories such as electronics, beauty, and wines & spirits, to grab limited-time promotion codes and exclusive bundle deals released live on-air.

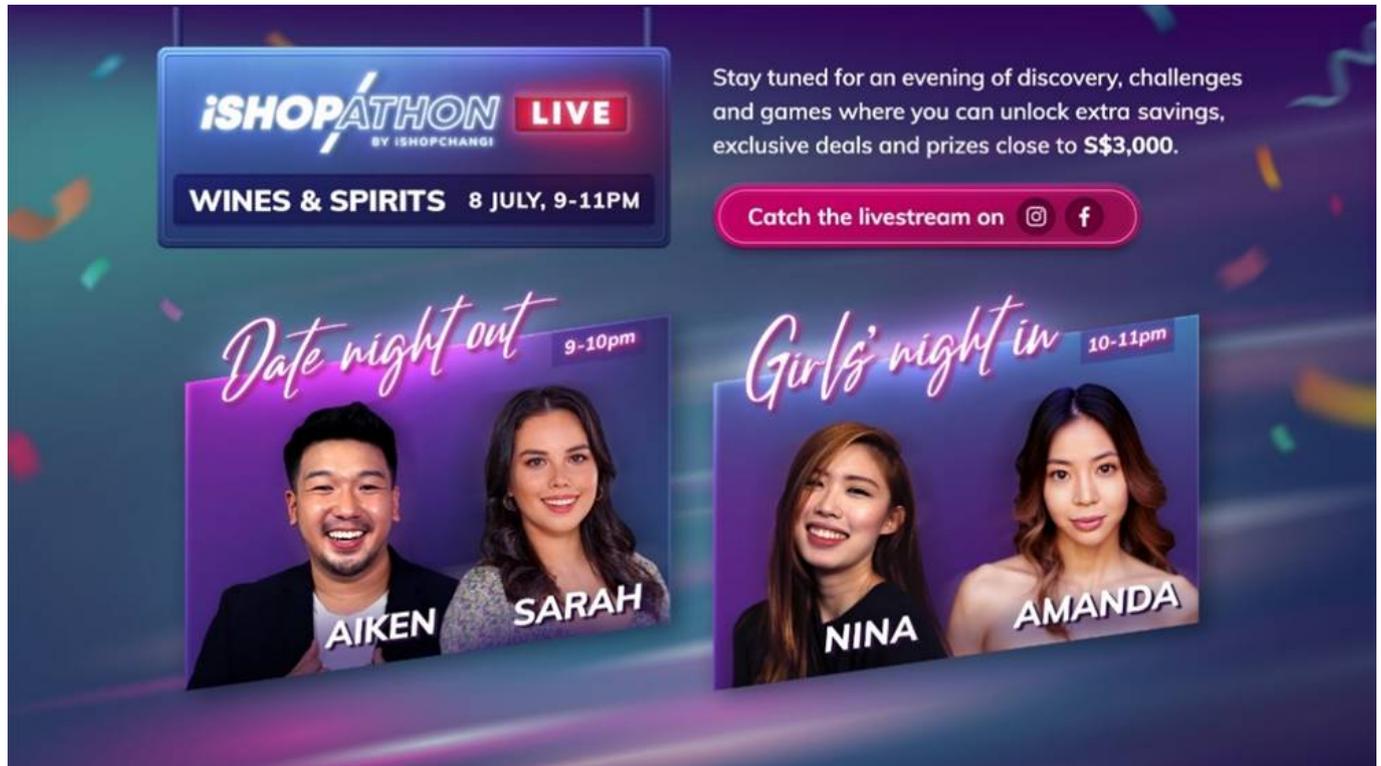
Over the last several months, iShopChangi has expanded its range of merchandising with brand partners such as Skin Inc, Dyson, and Mayer. Popular wines & spirits traditionally available only for travel retail such as Johnnie Walker, Baileys, Glenmorangie, and Japanese sake, Dassai, have also been made available to non-travelers to shop from.



iShopathon deals

Those looking to buy will benefit from excellent bargains during the five-week shopathon. Snap up over S\$200 worth of vouchers with special site-wide and category-specific codes throughout the campaign. Plus, enjoy flash sales of 10% off sitewide exclusively during the opening and closing of the campaign from July 7 – 9 and August 8 – 10, respectively.

In addition, the portal's newly-launched @iShopChangi Facebook and Instagram channels will be running weekly giveaways worth S\$2,000 to reward avid fans and followers.

A promotional banner for the iShopathon Live event. At the top left, a blue box contains the text 'iSHOPATHON LIVE BY ISHOPCHANGI' and 'WINES & SPIRITS 8 JULY, 9-11PM'. To the right, a pink box says 'Stay tuned for an evening of discovery, challenges and games where you can unlock extra savings, exclusive deals and prizes close to S\$3,000.' Below this is a pink button with 'Catch the livestream on' and icons for Instagram and Facebook. The bottom half of the banner features two panels: 'Date night out 9-10pm' with hosts AIKEN and SARAH, and 'Girls' night in 10-11pm' with hosts NINA and AMANDA. The background is dark purple with colorful confetti.

iShopathon live

With the wines & spirits category being a popular hit among iShopChangi shoppers, the upcoming *iShopathon* will feature two main livestream sessions on wines & spirits for alcohol lovers to stock up on their wine chillers and cellars.

In partnership with Singaporean YouTube channel, Night Owl Cinematics, shoppers can tune in via social channels from July 8 – August 5 at 9pm – 11pm and join *Food King* hosts, Aiken and Nina, actress and TV personality Xenia, comedian Royce Lee and other personalities, as they share and taste exclusive releases.

The first episode will see the introduction of wine label, Penfolds, with tastings featuring the Bin 150 and the travel exclusive Cellar Reserve range, followed by cognac label, Martell, and whiskies from Royal Salute and Longmorn.

The livestream sessions have been extended from 40-minutes to two hours to allow for more games in between the release of more limited-time promo codes of up to 50% off site-wide and 24-hour flash bundle deals live on-air.

Benefits for Changi Rewards members

Changi Rewards members will earn Changi Rewards points with each purchase and can enjoy up to 3% rebates on purchases with their points. Additionally, DBS/POSB credit and/or debit card holders, who are first-time iShopChangi users, and Changi Rewards members will receive S\$20 off with no minimum spend, while existing members will receive S\$20 off S\$200 with the use of their cards on purchases made on iShopChangi.

iShopChangi for non-travelers

Previously available only to travelers, iShopChangi shifted its focus to non-traveling Singapore-based residents, offering tax and duty-absorbed prices, including premium and travel-exclusive items, with home deliveries made within three to five working days.

[Collection](#) at Jewel Changi Airport is also newly available, where shoppers have the option to physically collect their purchases from L1 Jewel Concierge Counter as soon as two work days from date of order.

Wines & spirits, beauty, and electronics are among the best-selling product categories. Shoppers can be assured with quality and authentic products, with a 30-day money exchange and return policy, giving them peace of mind for their iShopChangi purchases. In addition, they will receive Changi Rewards points with every purchase with up to 3% off in rebates.