

# FOREO and FAQ prepare for peak in travelers this Labor Day

The advertisement features a vibrant rainbow background. At the top left, the 'cdf' logo is displayed in white, with '中免集团' (CDF Group) in a red box to its right. To the right of the logo, the word 'EXCLUSIVE' is written in a bold, black, sans-serif font, with '独家发售' (Exclusive Sales) in a smaller font below it. The main product name 'LUNA™ mini 3' is centered in a large, white, serif font. Below it, the Chinese text '高光限定礼盒 闪亮登场!' (High-gloss limited edition gift set, shining debut!) is written in a bold, black, sans-serif font. A brown, pill-shaped button with the white text '买1赠13' (Buy 1, get 13) is positioned below the text. The product display consists of a large, rectangular, iridescent box with 'FOREO' printed on it, sitting on a white pedestal. In front of the box are several FOREO products: a pink silicone facial massager, two white tubes of cream, a white bottle of serum, and a white box of patches. The word 'FOREO' is printed in a large, black, sans-serif font on the front of the white pedestal. Below the pedestal, the Chinese text '礼盒赠送FOREO氨基酸洁面乳20ml\*2支, 粉颜密集修护精华露30ml\*1支, 粉颜密集修护精华露2ml\*10包' (Gift set includes FOREO amino acid cleanser 20ml\*2, pink face dense repair essence 30ml\*1, pink face dense repair essence 2ml\*10) is written in a small, black, sans-serif font.

In addition to launching a holiday campaign at Haikou Mova Mall in Hainan, FOREO has enhanced its partnership with CDF by launching its Glow Up Collection

Gearing up for the peak in travelers across the Labor Day holiday season, FOREO and FAQ™ have ramped up their marketing efforts by further strengthening their partnerships with multiple retailers.

The Labor Day Holiday in Hainan is expected to be an extremely profitable season, as demonstrated from China Tourism Academy's report from Q1 2022. Haikou was shown to be the fifth most popular travel destination in China, following Shenzhen, Shanghai, Xiamen, and Guangzhou. With over 85.32% of citizens willing to travel in Q1 (a YoY increase of 3.15%), China Tourism Academy estimates for FY22, a total of 3.9 billion people will participate in inbound travel, spurring a revenue of CNY3.81 trillion. This shows a YoY increase of 16% and 27%, respectively.

As a response to the incoming wave of tourists and the massive revenue bound to be generated, both brands have launched new outdoor ads on LED screens at Haikou Mova Mall.

Highlighted under the umbrella slogan: “Power Your Beauty, the ads showcase hero products from both brands. The LED pillars, located at both the east and west sides of the mall will lead to increased visibility. The campaign will run until the end of June.

FOREO has also enhanced its partnership with CDF by launching its Glow Up Collection. The newly launched sets, which include its Serum Serum Serum and Micro Foam Cleanser, are not only available at brick-and-mortar stores owned by CDF, but also via a number of CDF WeChat online shopping platforms.

Apart from strengthening its CDF partnership in Hainan during the holiday, the FOREO + FAQ™ pop-up at HTDF is set to launch a campaign to celebrate Labor Day and Mother’s Day from May 1 - 8.

“Our approach to conquer the Labor Day holiday is one of strength and relationships - by ensuring that all our partners have unique USPs in regards to partnerships with our brand, we can reach maximum exposure for one of the main marketing holidays of the year. We have expanded our consumer touchpoints to further establish FOREO and FAQ™ as the brands spearheading creative marketing in Hainan,” says Gary Leong, Global Travel Retail Director, FOREO & FAQ™.