

Lotte DF boosts online engagement with "Challenge" and "Trip Talk" services



Lotte DF's Challenge service encourages shoppers to engage online, reference customers' reviews and win rewards; Trip Talk's community-focused concept revolves around sharing travel tips

Lotte Duty Free Shop has strengthened its online platform by consistently introducing new services such as "Challenge" and "Trip Talk" for customer communication.

Challenge, which debuts today (December 20), is a service that improves customers' reviews in order to use as a reference for duty free shopping. Shoppers can upload text, photos, and videos, plus tag and post products sold at Lotte Internet Duty Free.

Each month, the "Challenge Keyword of the Month" mission will be presented. Among the participants, the three challengers who "best express the theme" will be selected and "candy," which can be exchanged for points at Lotte Internet Duty Free Shop, will be provided as a reward.

With the launch of the Challenge service, two keywords, "#Mirror Shot Challenge" and "#Padding Challenge" have been presented as the first missions (1,000 candies = \$1 points).

Trip Talk at Lotte Internet Duty Free has also been updated and resumed service. The new community-focused Trip Talk concept revolves around sharing travel tips and exchanging travel information. Customers can ask questions about their travel destinations and freely talk about their experiences and know-how using "talk rooms" organized according to interests such as location, budget and inclination.

Lotte Duty Free plans to increase customer participation by holding a candy gift event for customers who use Challenge and Trip Talk. A small amount of candy is rewarded just by sharing a post with videos and photos, clicking "Like" or writing a comment. Users can earn up to 2,860 candies a day by using both Challenge and Trip Talk. Both services can be easily accessed from the main screen of the Lotte Internet Duty Free mobile application

"At a time when demand for overseas travel by Koreans is rapidly recovering, we have launched a series of services to strengthen customer communication. We will develop it into a platform that can be shared," says Anna Yoon, Head of Platform Planning at Lotte Duty Free Shop.