

Lotte Duty Free features boyband BTS in its latest marketing campaign



Lotte Duty Free's latest marketing campaign features popular South Korean boyband BTS

Lotte Duty Free has launched its latest marketing campaign featuring popular South Korean boyband BTS.

The campaign, titled 'Let's Do Something Fun', consists of a series of six videos showcasing the unique charms of BTS. Lotte said the videos are released every Monday starting from today until April 8. The videos can be viewed at Lotte Duty Free's Star Avenue store as well as its YouTube and Twitter channels.

Besides the videos, Lotte is also organizing various SNS events such as quizzes, whenever each video is released. The event prizes range from cosmetics to cameras, electronics and travel gift cards.

Additionally, Lotte is also producing a limited edition BTS memo to celebrate the video launch. The

memo is given to customers who purchase over KRW\$150 (US\$0.13) worth of perfume, cosmetics, food and alcohol at Lotte's Seoul, Incheon and Gimpo Airport stores.