

Lotte Duty Free launches major campaign for 11.11 Singles' Day



Lotte Duty Free is celebrating Singles' Day in style with a major marketing campaign to attract Chinese consumers

Lotte Duty Free is launching a major online to offline marketing campaign for November 11 Singles' Day. Singles' Day, also known as Guanggunjie in Chinese, is a major shopping event where Chinese millennials in China celebrate their pride in being single.

As part of the campaign, Lotte Duty Free will be recommending the top five most popular brands in four categories, namely cosmetics, electronics, jewellery and fashion accessories to Chinese customers. Customers can reserve their products up to 10 days before Singles' Day and purchase them on Singles' Day itself.

Beyond that, customers will also receive discount coupons when they meet a minimum spending amount. Customers can purchase their products through payment methods such as Alipay, WeChat Pay and Union Pay.

From November 12 - 24, Lotte will be holding various online to offline events to reward customers who spend above a certain amount on WeChat Pay or Union Pay with a coupon discount.

Commenting on the campaign, Kim Jung-hyun, head of Lotte Duty Free's marketing division said: "We prepared various online and offline promotions for Chinese customers visiting Korea to celebrate China's biggest online shopping anniversary."

Lotte has been actively developing promotions for Chinese customers, such as signing an annual marketing contract with WeChat, China's most popular mobile platform. In June this year, Lotte launched [WeChat Pay's mini-program platform in South Korea](#).