

Lotte Duty Free strengthens communications strategy with new YouTube channel



Lotte Duty Free has launched a brand-new YouTube channel called 'LDF Yum' to provide shopping entertainment content for consumers

Lotte Duty Free has launched its new YouTube channel today. According to a press release issued by the retailer today, the channel will provide engaging content featuring top Korean stars such as boy group BTS, to bring it closer to consumers.

The new YouTube channel, titled 'LDF Yum', is a collaboration between Lotte and DIA TV, a large creator's network in South Korea, under the entertainment company CJ E&M.

Lotte said the new channel will showcase a new format of shopping entertainment content which will include video blogs, also known as VLOGS, as well as shopping games. Top content creators will also answer customers' questions related to beauty and shopping tips.

Beyond that, Lotte has signed an agreement with DIA TV to jointly nurture Korean beauty and travel micro-influencers as global creators.

Commenting on this initiative, Kim Jung-hyun, head of marketing at Lotte Duty Free said: "The agreement between Lotte Duty Free and DIA TV, which has Asia's highest level of hallyu content distribution by utilizing top stars such as BTS and EXO, is expected to create a great synergy effect."

In the press release, Lotte also announced the addition of next generation Korean stars - South Korean 4-member girl group ITZY and 5-member boy band Tomorrow X Together (TXT), to their line-up of models. This will bring Lotte's total star line-up to 11. Lotte said it plans to continue developing

novel social media content and differentiated marketing strategies by using mega stars.