

Lotte Duty Free's brand video featuring BTS snags spot in Top 20 YouTube Ads in Korea



Lotte Duty Free's brand video featuring Korean mega boyband BTS is one of Google Korea's Top 20 Youtube advertisements

Lotte Duty Free's brand video featuring Korean boyband BTS has landed a spot in the top 20 of Google Korea's "2018 Youtube Advertising Leaderboard."

The YouTube Advertising Leaderboard recognizes the most talked about creative and successful advertisements on YouTube. The top 20 videos are selected based on a comprehensive evaluation of the number of video views, comments, shares and searches.

Released in April last year, Lotte's BTS teaser video had raked up over 26 million views on YouTube within a week of its release. Titled 'You are so Beautiful Bangtan', the video featured BTS in Gangnam, a popular tourist location.

In response to the Top 20 YouTube Advertisements accolade, Kim Jeong-hyun, the marketing director of Lotte Duty Free said: "Lotte Duty Free is receiving a lot of attention and love from all over the world."

Apart from the BTS brand video, Lotte Duty Free had also produced a variety of videos with a large

number of Hallyu star models, drawing attention in Korea, China, Japan and Southeast Asia. In 2018, it launched a total of 11 videos, including 'You're So Beautiful BTS', which received a cumulative total of 380 million views.