

# Lotte earns 900,000 new members with concert



At the concert, Lotte Duty Free debuted the video for its new campaign starring BTS, who also performed at the concert



TXT performing at the Lotte Duty Free Lansun Family Concert

Lotte Duty Free recently held its Lansun Family Concert in celebration of the 40th anniversary of Lotte

Duty Free, and to help provide something to take the viewers' minds off the current pandemic. The event had 550,000 live viewers and 2.2 million views. This resulted in attracting 900,000 new Lotte Duty Free members from Southeast Asia, Americas and Europe, and converting 20,000 dormant members into active members.

### **First time prerecorded**

The event, which took place on September 27<sup>th</sup> with the theme "Duty Free Life, Again" featured appearances by Bulletproof Boy Scouts (BTS), Tomorrow by Together (TXT), Hwang Chi-Yeol, GFriend and Lee Hyun.

The Lotte Duty Free Family Concert, which has been a true Korean-content-filled event since 2006, was pre-recorded for the first time. To create the feel of being at a live event, the stage used large LEDs on four sides and producers used a total of 12 cameras. The concert was translated into six languages, including Korean, English, Simplified Chinese, Traditional Chinese, and Vietnamese, making it a festival that could be enjoyed the world over.

### **New demographics**

During the registration period for the event, from August 31st to September 25th, about 35,000 customers per day joined as Lotte Duty Free members, an increase of more than 590% compared to the same period last year.

The online event and registration also attracted an especially diverse group of nationalities. New members from Southeast Asia outside of Korea, such as Indonesia, the Philippines and Vietnam, accounted for 44% of the total. New members from other nationalities such as the Americas and Europe, which were previously small, this time accounted for 38%. Korean new members accounted for 12%. Looking at the trends by age group, teens and 20s who are interested in Hallyu culture and duty-free shopping accounted for 37% and 43%, respectively.

### **We Want a Duty-Free Life**

The company's new campaign video was unveiled during the concert. This campaign, with the theme of "We Want a Duty-Free Life," is intended to express the daily worries of Millennials and show their own "Duty-Free" method to resolve them. The campaign video will be released through LDF TV, the official YouTube channel of Lotte Duty Free in October.

Lee Gap, the CEO of Lotte Duty Free, said, "I hope this family concert will be of little help in overcoming Corona-19 around the world. I will make efforts to develop the Korean distribution tourism industry."



K-Pop stars GFriend were among the performers who helped bring 900,000 new members to Lotte Duty Free



Both Hwang Chi-Yeol and Lee Hyun entertained 2.2 million viewers worldwide