

# Lotte 'Marches into April' with promotion and special events



Lotte Duty Free customers have plenty to look forward to in March as the duty-free retailer will be giving away prepaid cards with purchases and slashing the prices for alcoholic beverages

In celebration of the upcoming spring vacation, Lotte Duty Free is giving customers prepaid cards, promotions for alcohol as well as organizing special events from March 1 to April 17.

Commenting on the campaign titled 'March into April', Kim Jeong-Hyun, Lotte Duty Free's marketing manager said: "Lotte Duty Free is trying to make customers happy through various experiences."

## **Free Prepaid Cards with purchase**

Lotte said that they will be giving away prepaid cards at their three Seoul stores. Customers who spend above KRW300 (US\$0.27) will receive a KRW20,000 (US\$17.80) prepaid card. Customers will receive a prepaid card worth up to KRW300,000 (US\$267.40) for purchases over KRW2,000 (US\$1.80). Incheon Airport and Gimpo Airport stores will also be giving away free prepaid cards ranging from KRW20,000 to KRW160,000 (US\$142.60) depending on the purchase amounts.

## **Discounts for alcoholic beverages**

Lotte Duty Free's Incheon Airport store will be having discounts for alcoholic beverages in March. Customers can expect discounts of up to 40% for popular products such as Johnnie Walker's Blue Label and Ballentine's 30 years.

## **ON X OFF promotional events**

To target customers who do online and offline shopping, Lotte Duty Free has also prepared a special 'ON X OFF' promotional event from March 5 to May 31.

Korean customers who spend more than KRW1 (US\$0.00089) online will receive discount coupons and prepaid cards, on the same day. Depending on the number of purchases and purchase amounts, customers can receive benefits worth up to KRW140,000 (US\$124.80). Customers can refer to Lotte Duty Free's mobile page for more information.

## **Pony fan-meeting**

Lotte is also holding a fan-meeting for popular make-up artist and influencer Pony on March 30, at Lotte's World Tower Gangnam branch. 25 customers will be selected through a lottery to attend

make-up shows and Pony's fan signing events. To join a fan signing event, customers need to spend more than KRW 1 on cosmetics and register at the reception desk by March 21.