

Shilla Duty Free's 'Wang Hong' live streaming event attracts 30 million views



Shilla Duty Free is getting Chinese social media influencers to do live streaming, in a bid to attract Chinese customers during the Chinese New Year festive period



Apart from live streaming, Shilla Duty Free is also organizing a series of promotional events in-stores and online to draw customers

Shilla Duty Free has shared that its 'Wang Hong' live streaming event on January 18 and 19 reached a record-breaking 30 million views. 'Wang Hong' are Chinese social media influencers.

According to Shilla, the live streaming event was held to kick off its marketing campaign for the Lunar New Year. The live streaming, which was targeted at Chinese customers, provided make-up and skincare tips.

Shilla will be holding similar events today and tomorrow (January 24) where Wang Hong from highly subscribed Chinese online travel sites such as Mafengwo, Ctrip and Tuniu will visit The Shilla Duty Free Seoul Store to promote the luxury retailer and its Chinese New Year special events.

Shilla Duty Free's 2019 promotional events

Between January 26 to February 26, The Shilla Duty Free Seoul store will also be giving away pre-paid gift cards and wallets that can be attached to cell phones to the first 2,019 customers who spend US\$200 or more. The pre-paid cards will feature the Chinese character "fortune" upside down to represent good luck.

Additionally, customers who purchase merchandise worth US\$1,000 and above will be eligible for the "Lucky Ball" event where they can win prizes such as gift cards, thermos, travel pouches, etc. The lucky draw will be available until 10th February.

At the Shilla's Incheon International Airport Terminal 1 store, all customers who spend US\$300 or more and US\$500 or more will receive US\$10 and US\$20 prepaid gift cards respectively. These cards can be used on the same day.

Aside from that, Shilla will also be hosting additional events such as prepaid gift cards and taxi fee refunds of up to US\$20 in celebration of their '2019 Korea Grand Sale.'

Shilla Duty Free New Year Celebration Sale

From now till February 6, Shilla's online store will also feature discounts of up to 40% on a wide array of products such as international cosmetic brands, Korean cosmetics, fashion accessories, youth products, food and daily essentials.

On Shilla's official Chinese website, customers can win attractive gifts by scanning a QR code. The prizes include a 50g Pure Golden Pig, Samsung laptop, Ctrip Gift Certificate worth 3,000 yuan (US\$442), 1 night's stay at Shilla Hotel and gift cards.

From February 1 to 10, Chinese customers can save the 'Gold Membership card promotion' image from Shilla's official Chinese website and present it to the Seoul or Jeju store's staff to receive a Gold Membership card that features up to 15% discounts on merchandise. Additionally, two lucky customers with Gold Memberships will stand the chance to win Pure Golden Cards each weighing 18.75 gram through a lucky draw.