

Shilla Tipping mobile review platform drives sales for The Shilla Duty Free



The Shilla Duty Free's Shilla Tipping mobile review platform has proven a hit with consumers, with product reviews driving sales

More than 40,000 reviews on mobile review platform [Shilla Tipping](#) have led to product sales, revealed The Shilla Duty Free in a press release today.

Since its launch in September 2018, Shilla Duty Free's Tipping platform has proved to be a popular beauty review and social media platform among its core customer base of millennials and women in South Korea. According to The Shilla Duty Free, there are around 80,000 to 120,000 Shilla Tipping users a day, on average.

Shilla's latest figures show that Tipping has received more than 120,000 reviews for 30,000 products. The total number of visits to the site has exceeded 30 million. Out of all the reviews, more than 40,000 have led to product purchases by customers. One of Tipping's members has even generated sales of about KRW 230 million (US\$192,000) through her reviews.

Successful brand collaborations

Brands that worked with Tipping also experienced sales growth. Shilla said that during the 'Brand Week' event, all the brands saw at least a double-digit increase in sales. Currently, Shilla's Brand Week schedule till the end of the year is almost full.

Shilla attributes the success of Tipping to its dedicated team of content creators. These 150 creators were specially recruited and managed by the duty-free retailer among a pool of “micro creators” with 10,000 to 50,000 subscribers. To help these creators be successful, Shilla provided them with brand sponsorship opportunities, invitations to brand events, duty-free product sponsorships, financial support for content creation and shopping incentives.

All this support has paid off as Shilla revealed that the creators’ subscribers have increased up to five times. Additionally, Tipping has gone viral as a “creator academy” among individuals who dream of becoming star creators.

Launch of Shilla TV

At the same time, The Shilla Duty Free is launching its new Tipping-based live streaming service called “Shilla TV” in late September, in celebration of Tipping’s first anniversary. Once launched, Shilla TV will offer discounted products from The Shilla Online Duty Free. The platform will also carry Tipping creators’ videos featuring product reviews and beauty-related topics. Shilla said this service targets millennials who are familiar with communicating with creators and are influenced by creators when making purchase decisions.

Beyond that, The Shilla Duty Free has prepared various activities such as a prize lottery and ‘Tipping Rewards’ which are redeemable for purchases.

The Shilla Duty Free’s Tipping was launched last year to help consumers find product information easily when doing duty-free shopping. The Shilla Duty Free members can leave product reviews with photos or videos and receive rewards up to 3% from the sales generated from their reviews.