

Shiseido partners with Japanese artist to bring travel and happiness to DFS stores

By **Jas Ryat** on November, 22 2016 | Fragrances, Cosmetics, Skincare & Haircare



Shiseido collaborated with Japanese contemporary artist ShiShi Yamazaki and DFS Group to bring travelers an exclusive campaign called Travel & Happiness last month in DFS locations worldwide.

In the campaign, which is inspired by the happiness and freedom of travel, Yamazaki's animated characters are brought to life in a fantasy world of flight and dance.

The Tokyo-based artist developed a 35-second video in a reinterpretation of Shiseido's star product, Ultimune Power Infusing Concentrate. She also designed the packaging for the travel retail exclusive Power Partners Super Duo featuring Shiseido Ultimune (100ml) and Shiseido Vital Perfection White Circulator Serum (80ml).

The month-long campaign was supported by a program spanning digital and in-store marketing. This included DFS's official website and event micro-sites; social media platforms such as Facebook, Weibo, WeChat and Instagram; as well as via email marketing with DFS Loyal T members.

To drive online traffic, the campaign employed SMS geo-targeting to offer consumers the chance to redeem a free Shiseido sample in-store. Consumers who added the DFS Savings Passport to their mobile wallets received information on redemption details, and could then collect their gift at

participating stores by showing their passes.



Instagram users were also encouraged to post their happiest pictures on their pages with the hashtag #DFSxShiseido, and visit the ShiShi Happiness Booths in-store to print their photos on specially designed ShiShi luggage tags.

DFS hosted a Travel & Happiness event in the atrium of T Galleria Hong Kong, Causeway Bay, where shoppers discovered the beauty of travel with Shiseido via complimentary beauty consultations, customized luggage tags and the chance to shoot a mini-movie in late October.

With purchases of HK\$1,200 (US\$155) and above, customers could receive a ShiShi pouch set as a gwp, while Loyal T members could top up an additional HK\$500 (US\$65) to receive an exclusive ShiShi mirror. A flash mob performance took place on the street outside T Galleria Hong Kong, creating further excitement and theatre.

Shiseido Travel Retail Vice-President Marketing Elisabeth Jouguelet said: "The Travel & Happiness campaign offered a fantastic opportunity to expand our longstanding partnership with DFS Group and support one of Japan's most talented homegrown artists at the same time.

"ShiShi Yamazaki's flight of fancy richly illustrates the magic of travel, and we took this concept a step further with a 360-degree marketing approach that brought innovation to consumers and engaged them before they even began their journeys. Going forward, we will continue to explore retailer-exclusive initiatives and other similar opportunities to offer even more excitement and value to global shoppers."