

FOREO targets aggressive online expansion



FOREO's livestream promotion with cdf Beauty

Building on its presence in physical travel retail channels, Swedish beauty and wellness giant FOREO is targeting online expansion in order to ensure a 360-degree omnichannel approach.

The company has announced several new online partnerships this year, including with KrisShop, Macau International Airport E-shop and the GDF Plaza Online Store.

"With retailers such as these putting herculean efforts into expanding their online catalogue and reducing delivery time-frames to a minimum, the partnerships fit well into FOREO's desire to not only increase its digital presence, but ensure that the brand is represented in a good light through a positive customer experience," FOREO said.

With the uptick in digital shopping also translating into an increased demand for consumer content, FOREO has opened its own livestream studio. Live broadcasters stream continuously throughout the day to appeal to different target markets, communicate product benefits and appeal to different

demographics.

In addition to content creation, FOREO has also channeled digital promotions into partnerships with multiple retailers. A recent partnership with cdf Beauty for an inaugural livestream in Hong Kong saw customers being able to purchase FOREO products from cdf Beauty's WeChat Mini Program, while tuning into the livestream.

FOREO's launch on the Sunrise Duty Free Members App was also conducted alongside a livestream event on the Sunrise Duty Free Live Stream. Boasting a following of 300,000, the participating influencer showed the audience a range of different products available from FOREO. The audience learned about the functions and technology of each product, prompting a positive response from customers.

To boost its on-ground presence, FOREO has also slated several new placements at Macau International Airport, Gebr Heinemann at the Lisobeta Macau, and the Gibraltar International Airport departure lounge.