

# Shilla Duty Free's 'mega influencer' marketing campaign increases product sales by 2.5 times

By **Elena Owyong** on July, 24 2019 | Retailers



THE SHILLA  
duty free

China-林小宅



Vietnam-Changmakeup



K-STAR  
COVER MAKE-UP MISSION

The Shilla Duty Free has partnered mega influencers in China and Vietnam to create vlog content about its online duty-free business and make-up tutorials to attract customers from these two priority markets

The Shilla Duty Free's recent 'mega influencers' marketing campaign has paid off. The products featured in the influencers' videos averaged 2.5 times increase in sales when compared to before the campaign.

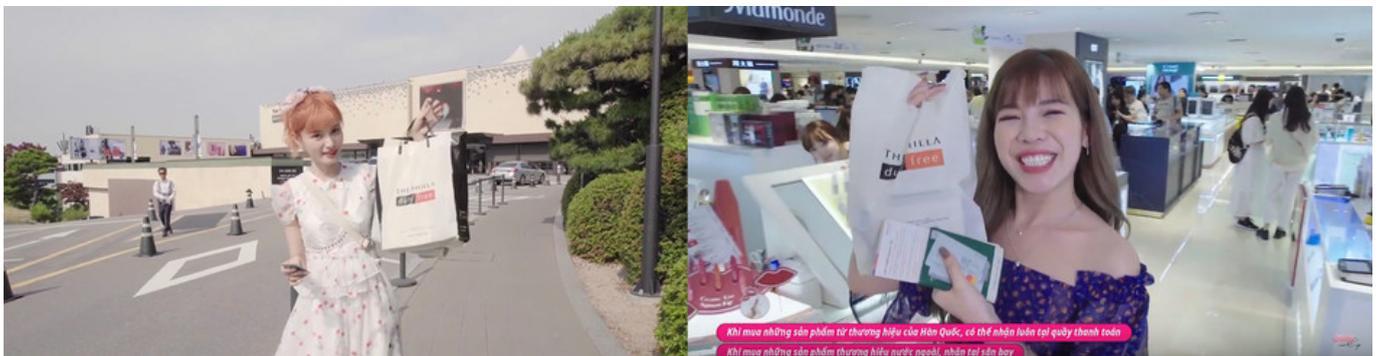
The influencer campaign involved Shilla partnering two 'mega influencers' from China and Vietnam, in

a bid to target 11 million foreign customers in these two priority markets.

As part of the campaign, Shilla created ‘vlogs’ or video logs focusing on the influencers’ daily lives, as well as Korean girl groups’ make-up tutorials, shopping information about Korean cosmetic brands such as Innisfree and Laneige and tourist attractions near its Seoul stores. The vlogs, which are posted on each influencers’ personal social media channels, also included an introduction of The Shilla Duty Free and its shopping benefits.

To attract Chinese consumers, Shilla picked Lin Xiao Zhai 林晓宅, a fashion and beauty social influencer with 10.19 million followers on her Weibo microblogging account. According to Shilla, Lin’s fans are young women living in major Chinese cities such as Beijing, Shanghai and Guangzhou who are seasoned travelers and shoppers at duty-free stores.

For Vietnam, Shilla worked with ‘Changmakeup’, one of the top beauty influencers in Vietnam, with 1.1 million YouTube subscribers. Chang is known for her lipstick product reviews. She also has her own lipstick brand.



Shilla said that the influencers’ videos have received positive response from viewers

According to Shilla, response to the vlogs has been positive, with one video by Lin Xiao Zhai drawing more than 3.2 million views two days after the video’s release.

Commenting on the campaign, Shilla Duty Free’s spokesperson said: “The campaign held earlier this year was very effective, so we decided a second collaboration with mega-influencers,” while adding, “We hope that we can not only introduce The Shilla Duty Free to the overseas customers but also spread information about Korea with this campaign.”

The previous campaign that the spokesperson was referring to was the ‘Beauty & U Project’ which introduced The Shilla Online Duty Free with five influencers from countries such as China, Japan, Vietnam, Malaysia and Thailand.