

Dr.Ci:Labo shifts to science-based e-com strategy in travel retail



Albinus Saw, General Manager, Travel Retail and Head of Retail Marketing, Johnson & Johnson Consumer Health Asia Pacific

Dr.Ci:Labo, the leading derma-cosmetics brand in Japan, has pivoted to a “science that sells” content-for-commerce strategy to accelerate its travel retail e-commerce expansion.

The revamped digital content strategy has been rolled out with several leading travel retailers in Asia Pacific, including China Duty Free Group, Lotte Duty Free, The Shilla Duty Free and Shinsegae Duty Free.

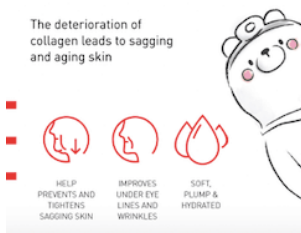
It has so far proven successful in driving both engagement and conversion, particularly on China Duty Free Group platforms where the content has generated a six times online sales uplift versus last year, the Johnson & Johnson-owned company said.

Albinus Saw, General Manager, Travel Retail and Head of Retail Marketing, Johnson & Johnson Consumer Health Asia Pacific, said: “Our consumers are very much ‘skintellectuals’ and Dr.Ci:Labo, as a science-led brand, has a proven competitive advantage when it comes to understanding what skin health means today. The science-based storytelling that Dr.Ci:Labo is known for is at the heart of our content-for-commerce strategy and helps positively engage consumers at every touchpoint.

“The refreshed content-for-commerce strategy has helped drive effective communications with Chinese shoppers thanks to interactive, educational content that emphasizes Dr. Ci:Labo’s product superiority and science-backed, derma credentials – key purchase drivers for Chinese shoppers.”



Does your
face sag in
just one day?



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Dr.Ci:Labo developed the strategy in close collaboration with Johnson & Johnson's R&D department to illustrate the science behind the brand's efficacy claims and create product demonstrations that make skincare science fun and approachable.

At the core of the strategy are Product Detailed Pages for each of Dr.Ci:Labo's hero products, aiming to emphasize the brand's science-backed product efficacy as a competitive advantage in travel retail.

Dr.Ci:Labo partnered with healthcare professionals including dermatologists to test products and produce credible content. Product claims have been further endorsed by Chinese beauty and lifestyle KOLs.

Digital content is available in multiple languages, can be tailored to suit different shopping seasons and is scalable for use on multiple social platforms, including WeChat, Weibo, LittleREDBook and TikTok/Douyin.

A total care solution for firmer skin



At the core of the content-for-commerce strategy are specially created Product Detailed Pages for each of Dr.Ci:Labo's hero products

Check out the following link to view a video overview of the content-for-commerce strategy:

<https://bit.ly/3jma8CS>