

FOREO boosts digital marketing in Hainan



Beauty tech brand FOREO has partnered with Chinese tourism blogger GoldilocksX to produce a video introducing FOREO and FAQ points of sale in Hainan

Swedish beauty and tech giant FOREO and sister brand FAQ are stepping up their digital marketing efforts following the outbreak of the Covid-19 pandemic.

In line with its 2022 aspirations, FOREO recently partnered with Chinese tourism blogger GoldilocksX, who boasts a following of 182,900 on Chinese social media platform Red Book, with a total engagement of 869,000.

The partnership has produced a video introducing all the available FOREO and FAQ locations in Hainan.

The video covers all its retail partners, including CDF Haikou Duty Free Shop, CDF Sanya International Duty Free Shopping Complex, Haikou GDF Plaza, Sanya CNSC International Duty Free Plaza, Hainan Duty Free Shopping Complex, and Haikou Mission Hills with Shenzhen Duty Free and DFS.

The collaboration with key opinion leader (KOL) GoldilocksX is designed to allow the viewer to get familiar with Hainan's duty free malls and retailers. The video, intended for global distribution, also comes with subtitles to engage a wider audience.

Introducing the uniqueness of each store, the video highlights the range of products available at each location, alongside the benefits.

Apart from offering the best deals for FOREO and FAQ products, the video also promotes Hainan as the best destination for sightseeing and shopping.

For customers wishing to explore the upscale FAQ 103 Diamond collection, Haikou GDF Plaza offers an

immersive experience of the anti-ageing product.

CDF Sanya International Duty Free Shopping Complex also offers a comprehensive home spa experience at HTDF's pop-up, which showcases the entire range of FAQ products designed to fight ageing.

After shopping, travelers can go to Haikou Mission Hills with Shenzhen Duty Free and DFS, for a relaxing leisure experience.

Both FOREO and FAQ have continued to expand their presence in Hainan, increasing the number of locations alongside interactive marketing efforts in the region.

In 2021, FOREO expanded with 16 counters, with 11 FAQ counters. FAQ's expansion was particularly aggressive, with placements including Haikou Mova Mall with CDFG, Global Duty Free Plaza, Mova Mall, Haikou with Hainan Development Holdings & Dufry, and CDFG Sanya International Duty Free Shopping Complex in Haitang Bay.

Global Travel Retail Director Gary Leong said: "Our partnership with GoldilocksX proves that FOREO is dedicated to exploring new and refreshed marketing channels and strategies to continually attract and retain customers.

"The video we have produced not only highlights the benefits and functions of FOREO and FAQ customers, but also assists with promoting Hainan as the ultimate travel destination.

"By locking in this two-pronged approach, we can simultaneously assist with increasing tourism to the region, and embed direct association of our brand with Hainan in the minds of the consumers. FOREO looks forward to executing similar content in the remainder of 2022."