

# FOREO takes on creative marketing strategies



FOREO partnered with The InterContinental Sanya Haitang Bay Resort to launch its latest promotion in October

With customers' attention becoming more and more valuable in the digital landscape, the Swedish Beauty-tech giant, FOREO, has expanded its marketing approaches to cover a wide variety of channels. If pre-pandemic strategies saw more conservative plans, FOREO has now taken on a large number of interesting initiatives guaranteed to peak customer interest.

One of the beauty brand's most recent approaches took place during its Chinese October Golden Week promotion, which saw a partnership with The InterContinental Sanya Haitang Bay Resort. The promotion allowed customers, who made purchases of FOREO products of up to CNY1,500 (232 USD) at CDF Sanya International Duty Free Shopping Complex, to receive an afternoon tea voucher for two pax at The InterContinental Sanya.

FOREO has also continuously pushed livestreaming content, noting the consumption of this content has increased drastically over the past year. This was carried out in conjunction with the Phase 2 launch of GDF Plaza, which now plays host to FOREO. To further drive traffic and boost sales during the launch, FOREO was featured in a livestream via GDF Plaza's WeChat Mini Program and Yi Zhi Bo APP on August 30 and 31. During the livestream, customers could make purchases of FOREO products directly via the retailer's WeChat Mini Program.

Additionally, FOREO has benefited from the Sunrise Duty Free Member App's Live Stream, which has a steady viewership of 300,000 users. The brand's debut on the livestream was extremely interactive, with the participating influencer showing a range of different products available and explaining the benefits of each. The audience was well-educated when it came to the function and technology of each product, prompting a positive response from customers.



FOREO was featured in a livestream on GDF Plaza's WeChat Mini Program and Yi Zhi Bo APP on August 30 and 31 during its Phase 2 opening



A promotional campaign in conjunction with the Chinese Valentine's Day with CDFG spanned Haikou Mova Mall, CDFG Sanya International Duty Free Shopping Complex, and the CDF Duty Free APP. The campaign was designed to offer a 360-degree approach to the season of love in China, further expanding the brand's mission to increase visibility and awareness in the region.

Although various marketing strategies are ongoing, FOREO is not only focusing on expansion in China, but also connecting with premium partners including China Duty Free Group, Hainan Tourism Duty Free Shopping Complex, GDF Plaza and CNSC, to explore new opportunities.

A number of exciting activities have emerged from FOREO's commitment to development and growth in 2021. A partnership with SM Seruya Limited will see the opening of two new stores, covering a downtown location at 139 Main Street Gibraltar, and the Gibraltar International Airport Departure Lounge. Ready to welcome travelers back with the easing of border and travel restrictions, the brand is also pleased to invest in new partnerships with Macau International Airport and Heinemann Macau.

"The travel retail market has altered in a way that is unrecognizable to us all during the pandemic, and as a brand, we have no choice but to adapt. The Global Travel Retail team is constantly searching for new partnerships and new ways to attract and retain customers, and we are more open to creative options than ever before. We are thankful to have wonderful partners who are not only professional, but reliable and supportive. FOREO looks forward to reaching greater heights and expanding further in 2022," comments Gary Leong, Global Travel Retail Director, FOREO.