

# SHISEIDO brings Alive with Zero-Gravity Beauty campaign to Sanya



Supported by an omnichannel experience and an integrated marketing campaign, SHISEIDO's month-long activation at Sanya International Duty Free Shopping Complex, *Alive with Zero-Gravity Beauty*, celebrated the launch of its new Vital Perfection range



A packshot of the new SHISEIDO Vital Perfection range, which helps to counteract visible signs of aging and includes the Vital Perfection Uplifting and Firming Cream, the Vital Perfection Uplifting and Firming Cream Enriched and the Vital Perfection Uplifting and Firming Day Emulsion

Shiseido Travel Retail celebrated the launch of SHISEIDO's newly reformulated Vital Perfection Uplifting & Firming range with the world-exclusive *Alive with Zero-Gravity Beauty* animation at Sanya International Duty Free Shopping Complex at Haitang Bay in August.

This month-long activation marked the prestige beauty brand's return to the primary outpost location, following its *Red Ginza Street* animation for Ultimune Power Infusing Eye Concentrate in 2019 and reinforcing Shiseido Travel Retail's strong partnership with China Duty Free Group (CDFG) and engagement with its core Chinese consumer demographic.

Designed to offer a seamless omnichannel experience, this animation was underpinned by a broad 360° marketing campaign to generate awareness and conversion through targeted digital advertising, CDF's owned online channels and SHISEIDO's first collaboration with CDF's YiZhiBo livestreaming platform to drive e-commerce sales in partnership with leading Chinese key opinion leaders (KOLs)

“The introduction of SHISEIDO’s new Vital Perfection series in Hainan came at a momentous time for the China travel retail market, fuelled by the enhanced offshore duty free shopping policy and the encouraging momentum of domestic tourism. Building on the success of our SHISEIDO Ultimune collaboration last year, we are delighted to once again join forces with China Duty Free Group to launch our new Vital Perfection series, a key pillar in the brand’s portfolio.

With the *Alive with Zero-Gravity Beauty* activation, we have pivoted to embrace the new normal and created a strong online-to-offline digital and KOL campaign to drive engagement across all traveler touchpoints– a reflection of our commitment to developing consumer-centric and inspiring digital experiences for SHISEIDO beauty shoppers.

This campaign underlines our desire to further collaborate with our China business to drive recovery, growth and profitability within the channel and dovetails with Shiseido Group’s goal of becoming a global number one ‘Skin Beauty Company’ with premium skin beauty as our core business by 2030,” comments Elisabeth Jouguelet, Vice President of Marketing & Innovation, Shiseido Travel Retail.

“We are extremely pleased to collaborate exclusively with Shiseido Travel Retail on the exciting SHISEIDO *Alive with Zero-Gravity Beauty* campaign. It is inspiring to see the brand raise the bar year after year, from its *Red Ginza Street* activation to its latest Vital Perfection campaign and become one of the key highlights of our animation calendar.

Creating unique experiences for the increasingly discerning Chinese consumer is a worthy challenge and the key to our combined success has been Shiseido Travel Retail’s invaluable insight on Chinese shoppers and commitment to creativity, which have led to the creation of journeys that inspire, capture and convert,” adds Terry Chua, Vice President of Central Merchandising Division, China Duty Free Group.

Designed to bring to life SHISEIDO Vital Perfection’s key benefits of lifting and firming, the *Alive with Zero-Gravity Beauty* activation invited shoppers to discover its new range through a series of unique, digital experiences. Visitors went on the following journey at the pop-up animation:

#### **Touchpoint 1: zero-gravity registration station**

Upon registering, consumers received an RFID card to document their journey through the outpost.

#### **Touchpoint 2: zero-gravity pose station**

To breathe life into the zero-gravity message, consumers were encouraged to jump and strike a pose in this interactive zone, where a 180° photo capturing device and a backdrop of hanging SHISEIDO Vital Perfection products created personalized GIFs with a time-freeze effect.

As a memento of their experience, participants could share the three-dimensional animated shots via social media.

#### **Touchpoint 3: vital perfection augmented reality experience**

Using augmented reality technology, consumers scanned the floating Vital Perfection cream in the dome-shaped glorifier to discover its benefits via an iPad.

#### **Touchpoint 4: uplifting experience station**

This personalized skincare consultation area allowed visitors to experience SHISEIDO’s best-selling

products and learn how to apply the new Vital Perfection series to create a skincare regime that defends and repairs the skin.

### **Touchpoint 5: uplifting gift station**

The consumer journey concluded with the uplifting gift station, where consumers tapped their RFID card on the vending machine to play a mini game, which quizzed them on the benefits of the Vital Perfection range for the chance to redeem exclusive SHISEIDO gifts.

The new SHISEIDO Vital Perfection series is inspired by neuroscience and formulated with new technologies to help reawaken the skin's potential and counteract visible signs of aging such as loss of elasticity, wrinkles and dark spots. This range includes the Vital Perfection Uplifting and Firming Cream, the Vital Perfection Uplifting and Firming Cream Enriched and the Vital Perfection Uplifting and Firming Day Emulsion.

Technologies infused into the SHISEIDO Vital Perfection range include the new Shiseido ReNeura Technology++™, which strengthens the skin's internal communication network, while enhancing and accelerating effects that fight against signs of aging; and the KURENAI-TruLift Complex™ that contains Safflower Extract, Odoriko Botanical Extract and Bulgarian Rose Water, ingredients which support the skin in regeneration to create a firmer, more lifted look. This range is also equipped with SHISEIDO VP8+, an advanced anti-oxidation technology that targets the root causes of aging and gives the skin a more youthful appearance.

To offer further value to traveling shoppers, Shiseido Travel Retail created a CDF-exclusive travel retail exclusive set comprising two of SHISEIDO's bestsellers, the Ultimune Power Infusing Concentrate (travel exclusive 100-ml size) and the Vital Perfection WrinkleLift Cream, as well as a new addition to the Vital Perfection range, the Vital Perfection Uplifting and Firming Day Emulsion with SPF 30+++.

In addition to OOH media at Haitang Bay and key Chinese airports in Beijing and Shanghai, the supporting omnichannel marketing program included strategies to generate brand and product awareness, boost conversion through e-commerce and increase footfall to the outpost. To drive traffic to CDFG's online store, a number of highly-targeted advertisements ran across key online travel and social networks including Mafengwo, Ctrip and TikTok during the pre-trip and in-trip phases. The CDFG team also featured the campaign via its website, social media channels and e-commerce platforms.

To further connect with potential traveling consumers and beyond, Shiseido Travel Retail collaborated with CDFG to bring the first brand-partnered KOL livestream to the retailer's YiZhiBo livestreaming platform, in partnership with popular beauty and luxury Chinese KOLs and influencers 李静, GOGOBOI and 李静. The KOLs' live streaming activities covered a tour of the SHISEIDO boutique at Sanya International Duty Free Shopping Complex, their entire journey through the Vital Perfection animation space and a product introduction segment that was co-hosted with the CDFG team in the retailer's dedicated livestream room.

The result was an impactful digital campaign that achieved 56.3 million impressions, with clickthrough rates that exceeded expectations. The KOL engagement program, which was supported by 155 KOLs and Key Opinion Consumers achieved 78.8 million impressions.