

FOREO and FAQ™ tap Weibo campaign with Hyundai Duty Free



Beauty tech brands FOREO and FAQ™ participated in a Weibo giveaway to boost awareness and excitement among customers in the Singles Day sales season

Swedish beauty and tech giant FOREO and sister-brand FAQ™ have successfully staged a Weibo-only campaign in partnership with Hyundai Duty Free, coinciding with the 11.11 Singles Day sales season.

The campaign saw both brands participating in a giveaway in order to increase awareness and excitement among customers.

Hyundai Duty Free, which boasts 2.1 million followers on Weibo, orchestrated the sister brands' participation in the 11.11 social media campaign by giving away.

The FOREO event required users to follow the Hyundai Duty Free and FOREO Weibo accounts and leave comments about 'my own skincare method', which included tagging two friends and the hashtag #BrandSHOW. Six winners with the best answers received a LUNA 3, 5 micro-foam cleansers and hongbao.

For the FAQ™ giveaway, users were required to follow the same Weibo accounts, but instead leave comments about why they recommend the FAQ™ device, alongside tagging two friends and the hashtag #BrandSHOW. Three winners received a FAQ™ 102 device and a hongbao.

The FOREO campaign generated 1,285,411 impressions and an engagement of 7,169. The FAQ™ campaign garnered similarly impressive results with an impression of 920,206 and an engagement of

7,264.

Global Travel Retail Director Gary Leong said: "One of FOREO's main goals for this year was to expand with creative marketing tactics and collaborate as much as possible with our partners to support their efforts both online and offline. Our 11.11 collaboration with Hyundai Duty Free has proven that we are indeed on the right track with our strategies, with the overwhelming response we received from the Weibo campaign."

"FOREO is very much looking forward to further collaborating in 2022, and are always on the lookout for new and innovative ways to entice customers. We thank Hyundai Duty Free for their cooperation and continued support as a reliable and supportive partner."