

Lotte Duty Free awarded Grand Prix of digital marketing awards

Lotte Duty Free's YouTube channel "LDF TV" has won the Grand Prix in the social media category, within in the digital advertisement & campaign category, at the 2020 "N" Awards, held January 20.

The "N" Awards is the largest digital marketing award event in Korea. The event, which marked its 14th anniversary this year, is hosted by the Korea Digital Enterprises Association and sponsored by the Ministry of Science and ICT, Korea Broadcast Advertising Promotion Corporation, and Korea Internet & Security Agency.

The final winners are selected after fair screening by a panel of judges consisting of field experts, industry CEOs, and external experts.

Lotte Duty Free's YouTube channel "LDF TV" has 720,000 total subscribers, which is the largest number for domestic duty free stores. As the main channel of global brand campaigns, LDF TV was prized for enhancing customer intimacy through collaboration with influencers, for channel branding and for timely content. In particular, "Pony's RED ROOM LIVE" with beauty YouTuber Pony recorded 790,000 video views and was held up as a strong example.



LDF TV's Pony's RED ROOM LIVE, with youtuber Pony, recorded 790,000 video views

The "Lotte Duty Free Lansun Family Concert" was also given favorable reviews. The family concert, a symbolic campaign unique to Lotte Duty Free, was a digital event with the highest concurrent users in six countries including Japan, Indonesia, Taiwan and Vietnam, and recorded a total of 2.2 million views. The number of new Lotte Duty Free members increased by 900,000, and YouTube subscribers ₁

increased by more than 24% due to this event.

Additionally, the “We Want a Duty-Free Life” brand campaign with BTS received 26 million views per month through the brand message to look forward to post-COVID-19 freedom. Recorded times.

LDF TV has partnered with brands to offer interesting and popular content, which benefits small and medium brands and not just the larger brands.