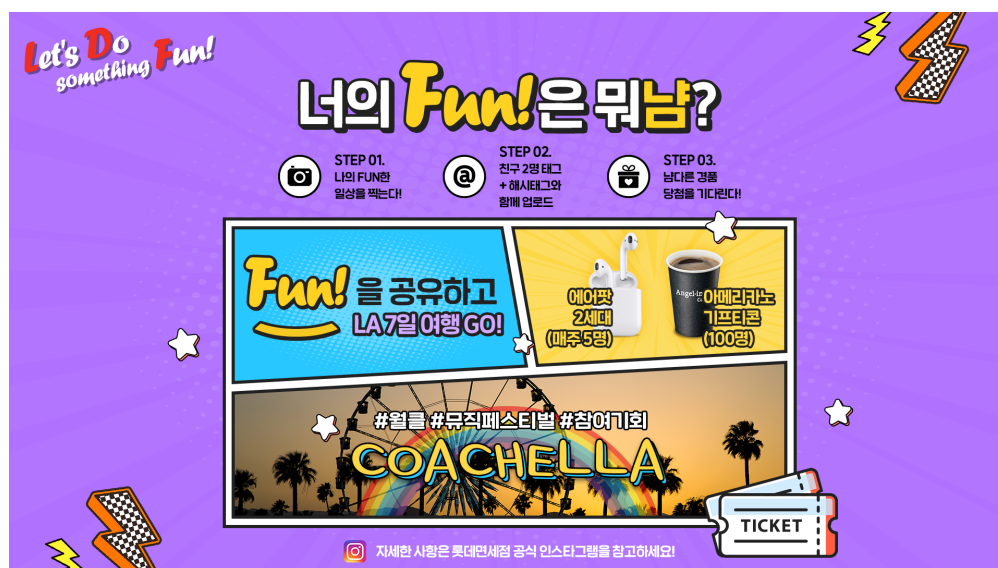


Lotte Duty Free launches “What is your FUN” Instagram campaign



Lotte Duty Free has kickstarted its “What is your Fun” Instagram campaign to encourage individuals to share their idea of fun

Lotte Duty Free (LDF) has launched its Instagram campaign titled “What is your FUN?” The campaign will run from today till November 22, 2019.

In a press release, LDF said the campaign was designed to help customers share their unique ideas of “fun” with others.

To participate in the campaign, individuals can take photos or videos of their daily life and upload them on their Instagram account, with the campaign hashtags and tag two friends.

LDF will select five participants every week who will walk away with a pair of Apple AirPods. At the end of the campaign, two participants with the most favorable responses will be given a 7D6N trip to Los Angeles, U.S. Other prizes include round trip air tickets, travel vouchers worth KRW 3 million (US\$2534) and tickets to the Coachella music festival in California.

Commenting on the campaign, Kim Jung-hyun, the head of LDF’s marketing division said: “Lotte Duty Free will share fun experiences with its customers, in line with the slogan ‘Let’s Do Something Fun’.”

The campaign teaser video and participation tutorial were uploaded on LDF’s official Instagram account on July 14.