

Lotte Duty Free launches new video for its "Let's Do Something Fun" campaign



Lotte Duty Free's "Let's Do Something Fun" new campaign video features singer Hwang Chi-yeol who is one of the retailer's ambassadors

Lotte Duty Free has released a new marketing video for its "Let's Do Something Fun" campaign to strengthen its customer engagement.

The new campaign video, consisting of a total of nine episodes, including the teaser, is released once every two weeks from July 2 to October 22. The video features Lotte Duty Free ambassadors such as TWICE, EXO, Hwang Chi-yeol, Ji Chang-wook, Stray Kids and ITZY.

All the campaign videos will be produced in four languages - Korean, Chinese, English and Japanese. They will be released simultaneously on various on and offline channels, including Lotte's YouTube channel "LDF TV", Facebook page and major theaters in downtown Seoul. In addition, Lotte Duty Free will also be hosting video-related quiz events to encourage customer participation.

The video is a continuation of Lotte Duty Free's effort to better engage its overseas customers. Starting this year, Lotte Duty Free has added the English 'Let's Do Something Fun' and Chinese '乐多福', Le Duo Fu' slogans as part of its global marketing efforts.



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On May 4, Lotte Duty Free invited 60 famous local and overseas influencers to promote the Korean tourism industry through real-time broadcasts during various events, including the Lotte World Tower Fireworks Festival.

Additionally, Lotte Duty Free also launched a new YouTube channel, "LDF TV" on June 12 to bolster online content viewership. For instance, Lotte Duty Free's marketing video in Australia's Brisbane Airport has drawn more than 20 million views as of June 24, drawing positive responses from South Korea and in China.

"Lotte Duty Free will continue holding various customer events such as a family concert, a party as well as online events. In the future, Lotte Duty Free will do its best to entertain customers with various events," said Kim Jung-hyun, head of Lotte Duty Free's marketing division.