

Lotte Duty Free wins prestigious web awards in Seoul



Lotte Duty Free representatives receiving their awards at the i-Awards ceremony in Seoul

Lotte Duty Free has clinched the grand prize in three categories for the prestigious “Social i-Awards” at this year’s i-Awards ceremony held in Seoul. The three categories are YouTube, Facebook and Instagram.

Organized by the Korea Internet Professional Association (KIPFA), the i-Awards recognizes the achievements of retailers in online platforms.

Lotte Duty Free has been continuously improving its online platforms for customers. Since 2018, Lotte Duty Free had added a feature on its mobile app to check real time congestion condition at its Incheon International Airport collection points. Additionally, since last September, its online store started supporting Traditional Chinese characters to improve the shopping experience for customers in Taiwan, Hong Kong and Singapore.

Beyond that, the retailer has also partnered various popular companies such as online supermarket Market Kurly, interior design information sharing platform Today’s House and online fashion retailer W Concept to offer exclusive coupons and discounts for those who use these marketplaces.

Lotte was highly praised for introducing new content through the launch of YouTube channel and successfully integrating them with offline event invitations to drive traffic and sales.

At present, the total number of followers of Lotte Duty Free's YouTube, Instagram and Facebook stands at nearly four million, up by around 145 percent from 2018.

"It is very meaningful that we received this award at prestigious domestic and foreign awards," said Kim Jung-hyun, head of Lotte Duty Free's marketing division.