

Shilla Duty Free taps on webtoon artists to target Chinese consumers



Shilla Duty Free worked with Chinese webtoon artists to create marketing materials targeted at Chinese women in their 20s to 30s



太极堂



Shilla Duty Free sees webtoons as a powerful tool to connect with consumers as it uses storytelling that is easily relatable

Shilla Duty Free is partnering Chinese webtoon artists to create marketing materials that target

Chinese consumers.

As part of the partnership, webtoon artists Niu Hong Hong (倪洪洪) and Ruo Guan(阮冠) created webtoons that introduced Shilla's stores and also highlighted local eateries near its Seoul store. According to Shilla, the webtoons were specifically targeted at Chinese women in their 20s to 30s, who are The Shilla Duty Free's main customer base.

A spokesperson for The Shilla Duty Free says, "The partnership with Chinese webtoon artists is first in the industry. We expect to be able to connect better with Chinese customers."

"Creative marketing as this will be continued during the peak seasons such as Chinese Lunar New Year, Mid-Autumn Festival and The National Day of China, to broaden the communication with our customers," she added.

This is not the first time Shilla is promoting its local communities. Since 2016, the company had introduced restaurants near its stores through channels such as its Weibo account.