

# Shiseido Travel Retail launches NARS virtual world



The NARS virtual world aims to create a new pre-trip touchpoint for NARS to connect with travelers and drive brand awareness

NARS, part of Shiseido Travel Retail's beauty brand portfolio, has introduced its first 3D virtual animation designed to inspire travelers to discover the upscale brand's Travel Exclusive products and bestsellers before their trips.

Debuted in April, the digital platform, called NONSTOP NARS Virtual World, creates a new pre-trip touchpoint for NARS to connect with travelers and drive brand awareness and excitement across the online-to-offline consumer journey.

Shiseido Travel Retail has teamed up exclusively with China Duty Free Group (CDFG) for the initial launch of NONSTOP NARS Virtual World. The launch will be amplified by a rollout of online and offline promotions across CDF's digital platforms and on-counter at Sanya International Duty Free Shopping Complex, Hainan.

With the NONSTOP NARS Virtual World, NARS is seeking to bring a bold and immersive experience to travel retail. The virtual animation welcomes travelers into an engaging digital world to explore the brand's artistry through self-discovery, gamification (powered by virtual currency NCOIN) and educational content.

Backed by Shiseido Travel Retail's Chinese traveler insights, the virtual animation was developed in response to post-pandemic consumer behavior. It offers a personalizable, mobile-first experience that encourages on-platform digital interaction while driving online shoppers to a physical animation space - addressing the limitations of space and consumer reach in travel retail.

NONSTOP NARS Virtual World is supported by the #NONSTOPNARS omnichannel campaign incorporating digital and physical NARS experiences for Chinese travelers throughout 2022.

The campaign will be amplified through digital media, owned media, KOL activity, retailer e-commerce and an in-store activation planned for later in the year.

### **The NONSTOP NARS Virtual World journey**

Based on the theme 'IT'S NONSTOP TIME', the NONSTOP NARS Virtual World draws inspiration from an abstract clock, with bold architectural elements, lighting effects and strong branding. Decked in vibrant red, this dynamic brand universe enables users to create round-the-clock looks using NARS products.

The showcase features NARS' best-selling makeup range, with a focus on its Travel Exclusive collection of products throughout the year – starting with the Light Reflecting Setting Powder Jumbo.

As they begin their NONSTOP NARS journey, users are invited to register for an account and create their own custom NARS Avatar (NAVATAR) by choosing an outfit, hairstyle and makeup look. Using the Look Book feature, they can browse a full set of NARS makeup to try on their NAVATAR and share their final look in WeChat.

Following their virtual makeover, users are greeted by their customized NAVATAR at the NONSTOP Hall – the central starting point of the NONSTOP NARS experience where users can navigate to three other experiential zones: NONSTOP Community, NONSTOP Discovery and NONSTOP Play.

Each of these 'rooms' features engaging content to encourage self-exploration and gamification. By completing tasks throughout the virtual animation experience (as well as physically in-store), users are rewarded with virtual currency NCOIN which can be used to redeem exclusive GWPs and samples.

NONSTOP Hall is the main gallery in the NONSTOP NARS Virtual World where users can discover NARS' latest featured products, promotions and events. The hero product – Light Reflecting Setting Powder Jumbo – takes the spotlight in the space as a striking 3D animation.

NONSTOP Community features expert beauty content from NARS and KOLs – such as Rita 李, 李李李李, and 李李李李 – that users can interact with. KOL posts on Weibo featuring the NARS Travel Retail Exclusive Collection will be shared on the Community Wall.

NONSTOP Discovery is an educational space with image and video content where users can browse NARS products by category, learn more about the details, add items to their wish list, and purchase them through the retailer's e-commerce site.

NONSTOP Play is an interactive gaming area constantly refreshed with new games based on the latest featured product. The current Light Reflecting Powder Power game challenges users to deflect a ball to hit as many powder blocks as possible in one minute to earn NCOINS.