

L'Oréal Travel Retail x DDF target Chinese travelers with innovative digital campaigns

By **Laura Shirk** on December, 20 2019 | Retailers



As the result of a strong digital partnership with Dubai Duty Free, this year L'Oréal Travel Retail executed a pair of successful 360° campaigns targeting Chinese passengers

From display banners to KOLs activation, innovative campaigns are a great way to better understand key success factors for Chinese travelers – especially those flying through or to Dubai. Over the last few years, L'Oréal Travel Retail has been building a strong digital partnership with Dubai Duty Free and 2019 translated into a number of pioneering projects. The best illustration of this shift is the LANCÔME digital media project, which was initiated this summer with two successful 360° campaigns targeting Chinese passengers.

The first campaign, with Lancôme Génifique, explored multiple touchpoints (SMS, banners, coupon page) for passengers booking tickets to Dubai on these respective platforms. Additionally, travelers were targeted on several apps and websites, while they were not only in China, but also on their trip.

The campaign generated 14M impressions.

The second campaign, launched in October during Golden Week, supported the Lancôme Advanced Génifique. In partnership with Dubai Duty Free, L'Oréal Travel Retail executed a long-term approach in China by generating awareness about the perfect traveling companion, a unique and attractive Influencer Kit. By inviting one of the KOLs to enjoy a full experience on the event site in the Dubai Duty Free store, the team created excitement for Chinese travelers before their trip to Dubai.

Saba Tahir, Senior Vice President – Purchasing, Dubai Duty Free, says: “Dubai Duty Free have partnered with L'Oréal Travel Retail on innovative campaigns this year to drive more passengers to our stores and we are very happy with the results. Our first ever campaign with a Chinese KOL during Golden Week was very successful and we saw the impact first-hand of an innovative experience, creating excitement for the Chinese consumers even before they travel to Dubai, and of course an increase in sales. We look forward to strengthening the partnership and continuing to create innovative campaigns for our travelers next year.”