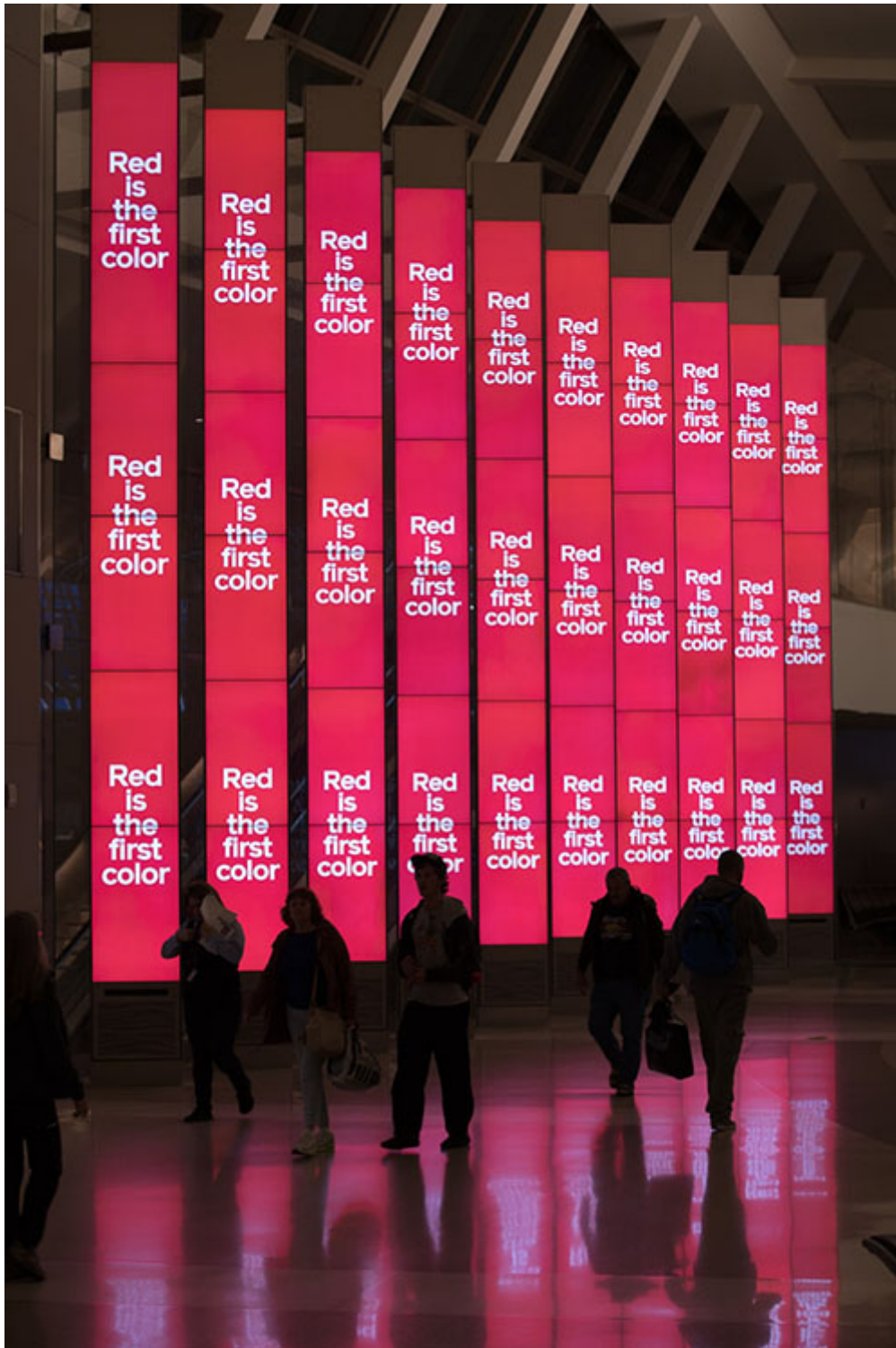


Shiseido creates vibrant activation at Los Angeles TBIT terminal

By **Hibah Noor** on December, 5 2016 | Industry News





Bloom Miami, a retail-focused design and production agency, has created beauty group Shiseido's first US activation at the Los Angeles International Airport's Tom Bradley International Terminal (TBIT).

In addition to executing the design concept, Bloom also served as technical co-ordinators, acting as the liaison between the Shiseido brand team and the airport authority and managed all job site logistics.



“Disruption has become the new buzzword in travel retail marketing and what better way to disrupt and engage than to activate at the bottleneck of main entrance leading to the TBIT international gates,” said Darin Held, Partner at Bloom Miami.

“Also, the brands can now sell from the activation platform in addition to sampling – this is a new and exciting proposition for our clients. Not only are they getting incredible brand exposure, but also a direct and measurable return on investment. Airport retail is becoming more premium and experiential over the past few years. Our clients are not only looking for innovative ways to attract customers, but to also cultivate brand loyalists.”



The activation showcased Shiseido’s newest lipstick formula, Rouge Rouge, a collection of 16 shades centered on the color red. Part of the activation’s design included four 55-inch LED screens, which displayed the products as animated patterns that changed according to the movements of those standing in front of it.

Using Vibrant Red Color Technology, Shiseido combines optimal pigments and light technologies to create the perfect red lip for every skin tone. Travelers passing through the newly renovated TBIT were invited to stop at Shiseido to not only purchase products on-site, but also receive recommendations to help them find their perfect red lip.



With the activation's 'Find Your Rouge Rouge' iPad application, travelers could also create a digital portrait, which they could download via a short-form URL or QR code to their mobile phones and then share on social media using the hashtags #rougerouge2016 and #shiseidored.