

Shiseido Travel Retail embarks on a new journey with Essential Energy launch #BeautyofTravel

By **Jas Ryat** on February, 2 2018 | Fragrances, Cosmetics, Skincare & Haircare



Shiseido Travel Retail has unveiled a major campaign targeting millennial travelers, titled #BeautyofTravel, for the launch of Shiseido's new Essential Energy range across Asia Pacific this month.

Chinese actor Huang Xuan, Shiseido's brand ambassador in China, has been appointed as the face of the new campaign.



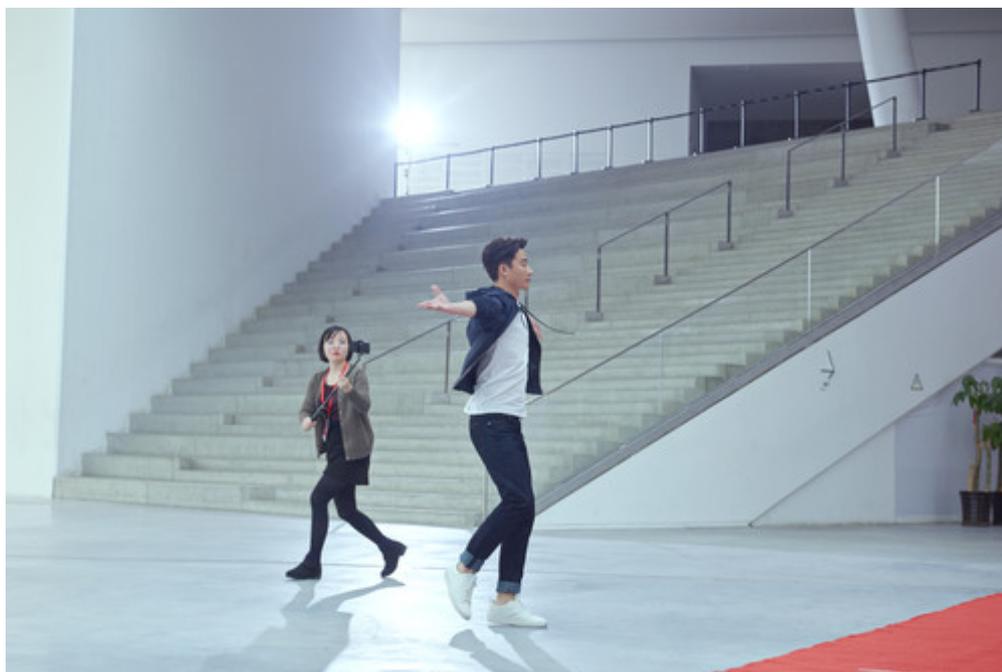


Chinese actor Huang Xuan, Shiseido's brand ambassador in China, is sharing the #BeautyofTravel message amongst millennials

Shiseido created #BeautyofTravel exclusively for travel retail. The inspiration behind it is idea that through travel, one is energized by new and varied perspectives, leading to the discovery of beauty in the everyday. The rejuvenation of one's self through travel is embodied by the new Essential Energy, which reboots skin's sensors to reveal hydrated skin with a dewy glow.

Huang Xuan is best known for his roles in *The Legend of Miyue* and *The Interpreter*. He will be channelling this message to travelers as he is a globetrotter with a following of 8.3 million on Weibo.





Creative director, ShiShi Yamazaki, helps capture the vision of the campaign with Huang Xuan

Huang Xuan, a graduate of Beijing Dance Academy, teams up with Japanese contemporary artist ShiShi Yamazaki, who lends her unique artistic vision as the campaign's creative director. Their shared passion for dance is captured in ShiShi's signature whimsical style and rotoscoping technique, which feature strongly in the creative content of the campaign.

The 30-second campaign video depicts Huang Xuan embarking on a journey to rediscover the beauty in life, armed with the new Shiseido Essential Energy Moisturizing Cream

From February to April, several large-scale animations will launch in locations including Beijing, Shanghai, Hong Kong, Singapore and Thailand, supported by a 360° communication program spanning both online and offline platforms. It will leverage Huang Xuan's Weibo channel and retailers' Weibo and WeChat platforms as key strategic touchpoints to amplify the campaign.

To further engage consumers, Shiseido Travel Retail has developed exclusively for the campaign an interactive game in which players embark on a fantastical journey with Huang Xuan and re-energize themselves by collecting "Essential Energy". The top three scorers daily stand to win a full-sized Essential Energy Moisturizing Cream each.

These digital channels will be complemented by physical platforms across Out-of-Home (OOH) and inflight media. These include a three-month OOH media plan and a TV spot – another first for Shiseido Travel Retail – on Cathay Pacific's inflight entertainment network in February and March.

Shiseido Travel Retail Vice-President Marketing Elisabeth Jouguet commented: "Just as Essential Energy awakens the skin, travel invigorates the senses to bring beauty to light – #BeautyofTravel nicely captures this parallel by bringing together the star power of Huang Xuan and the Japanese aesthetic of ShiShi Yamazaki. Every aspect of this travel-centric campaign has been designed to resonate with millennial travelers. We have expanded the number of touchpoints along the customer journey and have in place a comprehensive consumer engagement plan which we are looking forward

to rolling out with our retail partners in the coming months.”

#BeautyofTravel- Essential Energy

Essential Energy's skincare range from Shiseido for Spring/Summer 2018 is inspired by neuroscience and it features breakthrough ReNeura Technology which reawakens skin's sensors and sharpens its natural ability to detect and repair visible changes, including subtle aging signs.

It contains ingredients such as Ashitaba α , derived from a Japanese botanical; Bio-Hyaluronic Acid and Citrus Unshiu Peel Extract which hydrate skin and counteract dullness, roughness and the appearance of fine lines. The result: softer, silkier skin with a dewy glow from within.



The Essential Energy range features four products:

- Moisturizing Cream 50ml
- Moisturizing Gel Cream 50ml
- Day Emulsion 75ml SPF30 PA+++ - *Only available in Travel Retail Asia Pacific*
- Day Cream 50ml SPF20 - *Only available in Travel Retail Europe, Middle East & Africa (EMEA) and the Americas*

Created to provide a visual and tactile experience, Essential Energy comes in 64 unique shapes and graphic designs, inspired by the handcrafted tea bowls used in traditional Japanese tea ceremonies.

Essential Energy was launched in Travel Retail Asia Pacific in January and will be available in Travel Retail EMEA and Americas from February.