

The Shilla Duty Free resumes Chinese tourist promotions with revitalized social media strategy

By **Hibah Noor** on November, 14 2017 | Retailers



Four stills from the exclusive video clip showing two popular Chinese influencers visiting The Shilla Duty Free's Seoul flagship store



South Korean operator The Shilla Duty Free has collaborated with Chinese tour guides to shoot an exclusive video clip that shows two Chinese social media stars introducing its Seoul flagship store.

The video, made in partnership with The Alliance of Korea Chinese Tourist guides (AKCT), is expected to go viral via the key opinion leaders' (KOLS) social media channels and also the Chinese tour guides' channel. The content is aimed at Chinese FITs and group tourists.

The move sees The Shilla Duty Free resume its KOL marketing targeted at Chinese travelers, following a turbulent time in the Korean duty free market. Chinese consumers value word-of-mouth marketing by KOLs throughout their decision making process, the Korean operator said.

The Shilla Duty Free invited two Chinese KOLs in collaboration with AKCT to shoot an exclusive video clip for The Shilla Duty Free's Seoul flagship store. AKCT is a community of tour guides for Chinese travelers in South Korea. About 1,000 guides are active members of the community.

The two KOLs, who have more than 1.5 million followers in total, visited the flagship store and enjoyed several promotions and extra offers designed for Chinese travelers in the video clip. Shilla also introduced a selection of brands popular with Chinese consumers during the clip.

The video is expected to be highly successful. As well as the huge coverage on the influencers' social media sites, the tour guides can show the clip while they are working with group tourists.

Earlier this year, Shilla invited Chinese KOLs to go on an exclusive Korea tour program in Seoul and Jeju before the Chinese New Year holiday to generate word of mouth.

Shilla also invited Chinese travel agency executives to tour South Korea in late 2016 to tackle the turbulent situation in the nation's duty free industry in advance.

The Shilla Duty Free spokesperson said: "The Shilla Duty Free will re-ignite our China marketing. Market expectation is turning positive and Shilla is anticipating increased Chinese passengers in the near future. KOL marketing is one of the most promising measures to approach the sophisticated and advanced Chinese duty free consumer. With the proven effectiveness and magnitude of KOL marketing on Chinese travelers, The Shilla Duty Free will continue communicating the excellence and attractiveness of Shilla and travel in South Korea with Chinese travelers."

The video clip can be seen on Weibo.com: <https://weibo.com/1368148042/FtxwJDufI>