

Pro Display X Lotte Duty Free

How Samsung helped Lotte Duty Free boost customer engagement inside and outside their store

The Project

Lotte Duty Free is one of the world's leading global luxury retailers for international travellers. In 2022, they opened a brand-new multi-level store in the heart of the Sydney CBD. The goal of their collaboration with Samsung Pro Display was to capture attention and drive foot traffic into their new store by installing double-sided digital displays in their front windows that can be seen day and night, both from inside and outside their store.



The Business Challenge

As Lotte Duty Free only launched its first Sydney store in June 2022, brand awareness was relatively low. This meant it was crucial that these displays could attract the attention of passerbys, lead them into the store, and maintain engagement with customers once inside through different messaging on the reverse side.

“Digital display is an integral part of the retail environment. We needed a dynamic solution. One that would be reliable, that would allow us to easily change the content and would integrate with our Sydney store’s luxury bespoke design.”

- Stephen Timms, CEO at Lotte Duty Free Oceania

The displays needed to be large and bright with content visible even in sunlight. The design needed to match the high-end luxury aesthetics of the store. They also needed a simple content management system that to allow the team to keep up with the fast-changing retail environment.

The Samsung Solution

Lotte Duty Free installed eight Samsung Dual-Sided Window Displays and a Samsung LED Display in their Sydney store. The dual-sided display's window facing screen is 3000nit brightness which showcases clear visuals even in peak sunlight. Whilst the internal side's 1000nit brightness delivers information clearly to customers inside the store. Each side can simultaneously display different content, allowing Lotte Duty Free to tailor messaging to the environment. For example, broader brand advertising can be shown on the window facing display to entice passerbys into the store, while the internal facing display can showcase product specific information.

“We can do pretty much anything on those screens, it can be for a particular marketing campaign or a seasonal period like Christmas or Chinese New Year, or it may be to renew or bolster our brand vision. There’s also a revenue opportunity for brands in leasing those screens to increase instore exposure and we benefit from a return on investment as well.”

- Stephen Timms, CEO at Lotte Duty Free Oceania

The display's embedded MagicINFO Player S6 streamlines content management — allowing the Lotte team to easily update content. Despite a range of smart in-built features, the displays have a sleek design of only 70mm wide — ensuring they seamlessly blend into the store's the luxury environment.



The Results

The Samsung Pro Display solution has helped Lotte Duty Free boost their brand awareness in Sydney, drive foot traffic into store and maintain engagement with customers in store.

“The Samsung team were great to work with. From partnering with us on display solutions to helping with the in-store design to setting us up with right installation partners, to making sure that we had everything needed for a positive outcome. I couldn’t have asked for more from a partnership and, I couldn’t recommend Samsung more highly to other clients.”

- Stephen Timms, CEO at Lotte Duty Free Oceania

The bright displays can be seen at all hours of the day and night and the simple content management system helps the Lotte team update the messaging frequently. The end result, Lotte Duty Free has been able to establish their presence in a highly competitive location by engaging with customers inside and outside their store in a way they have not been able to do before.