

Kao to Open Official Account for the Prestige Brand KANEBO on China's Leading Short-Form Videos Platform

Plans to also open a store on the EC platform Douyin EC Global to spread brand awareness to Generation Z

On June 1, 2022, Kao Corporation opened an official account for Kanebo Cosmetics' prestige brand KANEBO on the short video platform Douyin, and at the same time, opened a store on the EC platform Douyin EC Global. The shop will feature livestreaming e-commerce.

KANEBO is one of the "G11" brands that Kao is focusing on globally in the cosmetics business. Rebranding was carried out in 2020. With "I HOPE." as the brand slogan, it was developed to be a cosmetic brand that communicates not merely beauty but hope. The brand has established a unique marketing position as a gender-inclusive brand and has won a wide range of customers.

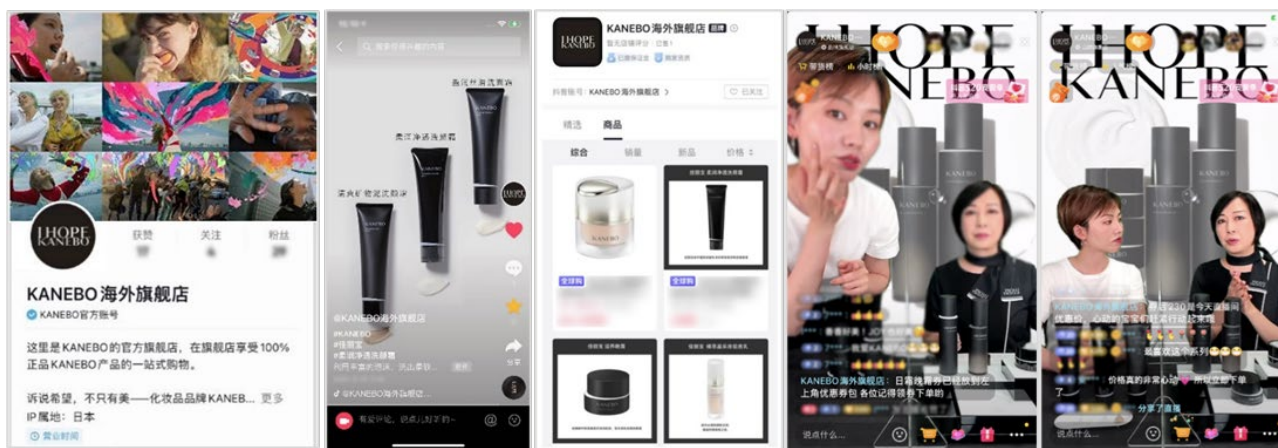
With the aim of further cultivating the Chinese cosmetics market, Kao has decided to utilize Douyin and Douyin EC Global, which have many young users, as a new leading marketing channel. Kao will work to popularize the brand with Generation Z, which is said to be particularly motivated to consume.

■ What are Douyin, Douyin EC, and Douyin EC Global?

Douyin is a short video platform that allows users to express their individuality and record and transmit their daily lives. From the start of the service to August 2020, the number of daily active users (DAU) exceeded 600 million*, making it one of the major platforms in China. The new EC form Douyin EC promoted by Douyin is called "Interest EC." Using a highly accurate recommendation system for consumers, Interest EC arouses consumer desire by showing users video content that aligns with interests, which leads to purchasing through EC. In addition, Douyin EC Global is a cross-border sales channel of Douyin EC, and overseas companies can open stores directly, so some products that are not available in China for purchase can be sold.

* Reference source: <https://jp.reuters.com/article/us-china-bytedance-idINKBN2660P4>

■ Account overview



KANEBO's Douyin EC Global official account: the KANEBO Overseas Flagship Store

<https://v.douyin.com/FHk8dWr/>

Images of the official account, the Douyin EC Global store and livestreaming e-commerce

KANEBO's official Douyin account regularly uploads video content that introduces unique product features. Content that the beauty counselors themselves introduce regarding products will also be posted.

In addition, livestreams will be broadcast daily from the KANEBO Douyin EC Global store*. There are set times when beauty counselors will also appear here, too, which fosters engagement with customers and contributes to a business ecosystem that connects recognition to sales.

There will be 20 SKUs of skincare and base makeup at the time of opening, and new products that are to be launched in 2022 will also be added.

* Daily content delivery will continue for the first few months after opening

<Related information>

KANEBO Brand Site: <https://www.kanebo-global.com/global/en/>

KANEBO Official Facebook: <https://www.facebook.com/kanebo.global>

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