

95 International Company Limited 95國際有限公司

Firming up a Sleek and High-performing
O2O Marketing Strategy
締造順滑全效的O2O推廣布局

LaRaine

SuperFoods for Skin

About the Company 公司簡介

Established in 1996, 95 International Limited manages four retail stores, offering authentic, natural, organic and high-performance skincare products of Canadian origin. It aims to help its customer perceive beauty by rejuvenating, firming up and brightening up their skins.

95國際有限公司成立於1996年，現有4間零售店，帶來源自加拿大、純正天然、有機和高效能的護膚品，目標讓顧客的皮膚變得美麗、緊緻、亮澤和年輕。

Background 背景

La Raine Organic & Natural Skincare has been tapping into the lucrative Hong Kong market since 2016, as its Canadian made products started landing on the shelves of various local retail chain stores and online shops including Citistore, XPlus@LCX, HKTV Mall, Big Big Shop.

At the moment, La Raine's sales revenue are contributed one-third by online channels and two-third by physical stores. It gathers valuable customers data from its direct online stores, but is kept in the dark from data generated at the brick-and-mortar stores. 95 International, the parent company of La Raine, is keen on leveraging the latest retail technology to identify the customers group that are attracted to their products. Information such as customer profile, their preference and needs are crucial for drawing up better marketing strategy and enhancing the shopping experience.

源自加拿大的La Raine Organic & Natural Skincare觀準本地化粧及護膚品市場的商機，自2016年開始大展拳腳，在各大連鎖零售店與電商相繼登陸，如千色Citistore、XPlus@LCX、HKTV Mall、Big Big Shop等。

現時La Raine的實體店與網店收入比例分別為三分之二及三分之一，公司從自家網店的銷售獲得不少顧客數據，但在零售門店卻難以得悉消費者資料，所以95國際希望利用新零售科技辨識對La Raine產品感興趣的客戶群，了解他們的基本資料、偏好與需求，從而制定更佳的推廣策略，優化顧客購物體驗。

“GS1 Hong Kong's Smart Kiosk brings our customers a whole new experience by connecting online and offline sales platforms and leveling up the customers journey we offer at physical stores. On top of that, it also works to help gauge market interest and provides insights into customers behavior. With these, we have joined the league of smart retailers and are embarking on a new phase of business growth.”

「GS1 HK的Smart Kiosk打通了線上和線下渠道，不但為顧客帶來嶄新體驗，推動門店購物旅程升級，亦有助我們把握市場脈搏、洞悉消費行為，讓我們躋身新零售行列，踏出LaRaine發展新方向的第一步。」

Sonia Lam,
Product Director
產品總監
林素蓮

GS1 standards used or solution (s) / service (s) applied

- Global Trade Item Number (GTIN)
- Smart Kiosk

應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)
- Smart Kiosk廣告機



Solutions

La Raine decided to adopt a new product display and data analytics solution - the Smart Kiosk - provided by GS1 Hong Kong for its first presence in the Eslite housed by Taikoo Shing shopping mall, in mid 2019. Whenever a customer picks up a product from the Smart Kiosk, its sensors will be triggered to display products details such as ingredients, discount offers etc., or even play a promotional video instantaneously on its screen. Coming along with that, is a social media sharing function allowing customers to post on their social network, which in turn facilitates a more interactive shopping experience and stimulates sales.

Contents displayed on the Smart Kiosk can be customised and personalised, and also be automated to display recommended promotion to its target customer group to increase the chances of product sale-through and also customer ticket size.

Other data collections tools, such as the digital camera installed to the Smart Kiosk help La Raine capture basic customer information including their gender and estimated age, whereas RFID labels on its products help collect information such as how frequent the product is being picked up. All of these are useful information for marketing and operation planning.

Smart Kiosk is comprised of latest technologies including IoT (e.g. RFID and video analytics) and AI (e.g. data analytics and predictive analysis) that gears up La Raine for integrating its online and offline services, bringing 95 International to the forefront of the smart retailers' league with data-driven business strategies.

Benefits

1. Expands online and offline sales channels to fulfil the needs of the new generation of customers
2. Creates versatile and interactive shopping experience that projects an image of modern lifestyle associated with the company
3. Builds up customers confidence by providing instant products information
4. Empowers the company with better decision makings based on the general profile and behavioral patterns of its customer group

解決方案

由於業務擴充，La Raine在2019年年中進駐太古城的誠品生活。為吸引眼球及獲取顧客資料，La Raine採用了GS1 HK嶄新推出的Smart Kiosk廣告機：當消費者從架上拿起某項產品時，Smart Kiosk便會自動感應、並在屏幕即時展示該項產品的資訊，例如產品詳細成份、最新優惠、相關產品等，並播放該產品的宣傳影片，同時讓購物者在社交平台分享該產品資訊，帶來豐富的互動購物體驗之餘亦有助銷售。

Smart Kiosk廣告機亦支援度身訂造及個人化宣傳，並能自動於屏幕展示推薦產品給目標客戶群，增加銷售機會及吸引顧客購買更多產品。此外，顧客還能獲得即時彈出優惠券，讓La Raine能在適當的時機向顧客展示相關優惠，刺激消費。

La Raine同時善用Smart Kiosk廣告機的數據收集功能，譬如平台上的攝像鏡頭，收集及擷取消費者最基本的數據，如性別、估算年齡等；以及利用產品RFID標籤採集被撿起次數等，分析後用以計劃未來的宣傳及業務運作。

Smart Kiosk配備物聯網科技(無線射頻識別及影像分析)及人工智能科技(大數據分析及預測分析)，支援La Raine對線上線下服務深度融合，讓95國際投入智慧零售的前列，驅動更多由數據主導的業務策略。

效益

1. 擴展其線上與線下渠道以滿足新世代顧客的需求
2. 豐富互動體驗，塑造代表時尚生活方式的公司形象
3. 顧客在閱覽更多資訊後加強了信心
4. 掌握消費群背景及行為，讓公司施展更佳決策

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