

DIGITAL TRANSFORMATION IN TRAVEL RETAIL

Shi Ling Tan | Global Media and Digital Marketing

SHISEIDO
TRAVEL RETAIL





Digital Transformation

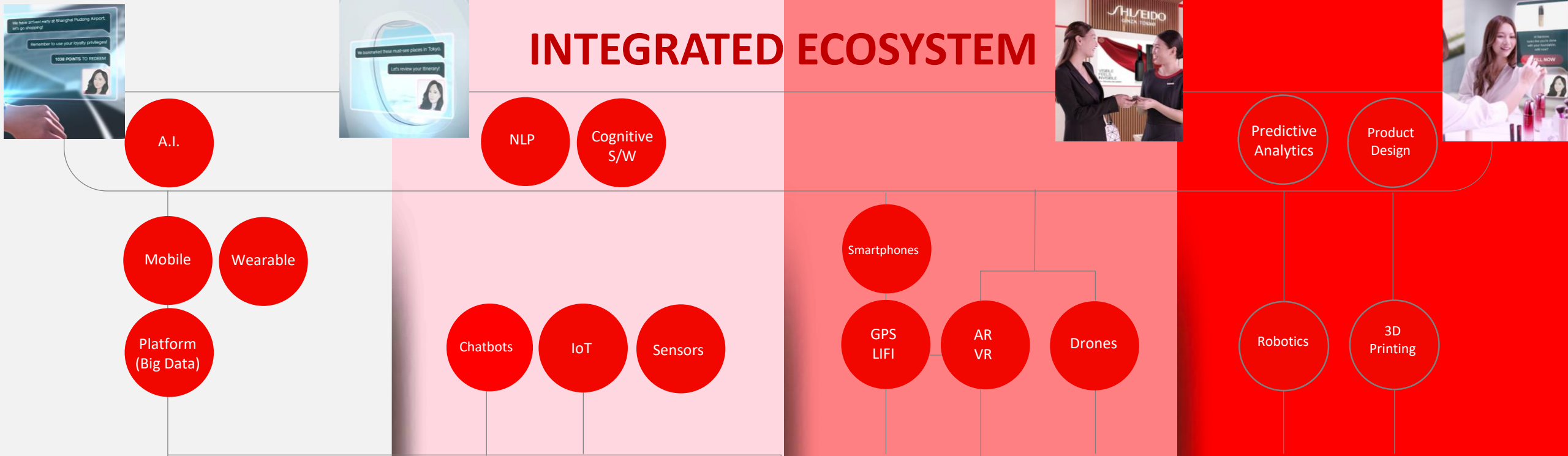
WHAT WOULD BE THE FUTURE OF TRAVEL EXPERIENCE

What if...

Redesign

the travel experience?

INTEGRATED ECOSYSTEM



Cognitive Companionship

- Digital medium
- Expansive data platform

Natural Dialogue

- Human speech recognition
- Natural Language Processing
- Machine learning

See more, Do more

- Advanced AR/VR, GPS
- Augment human experience

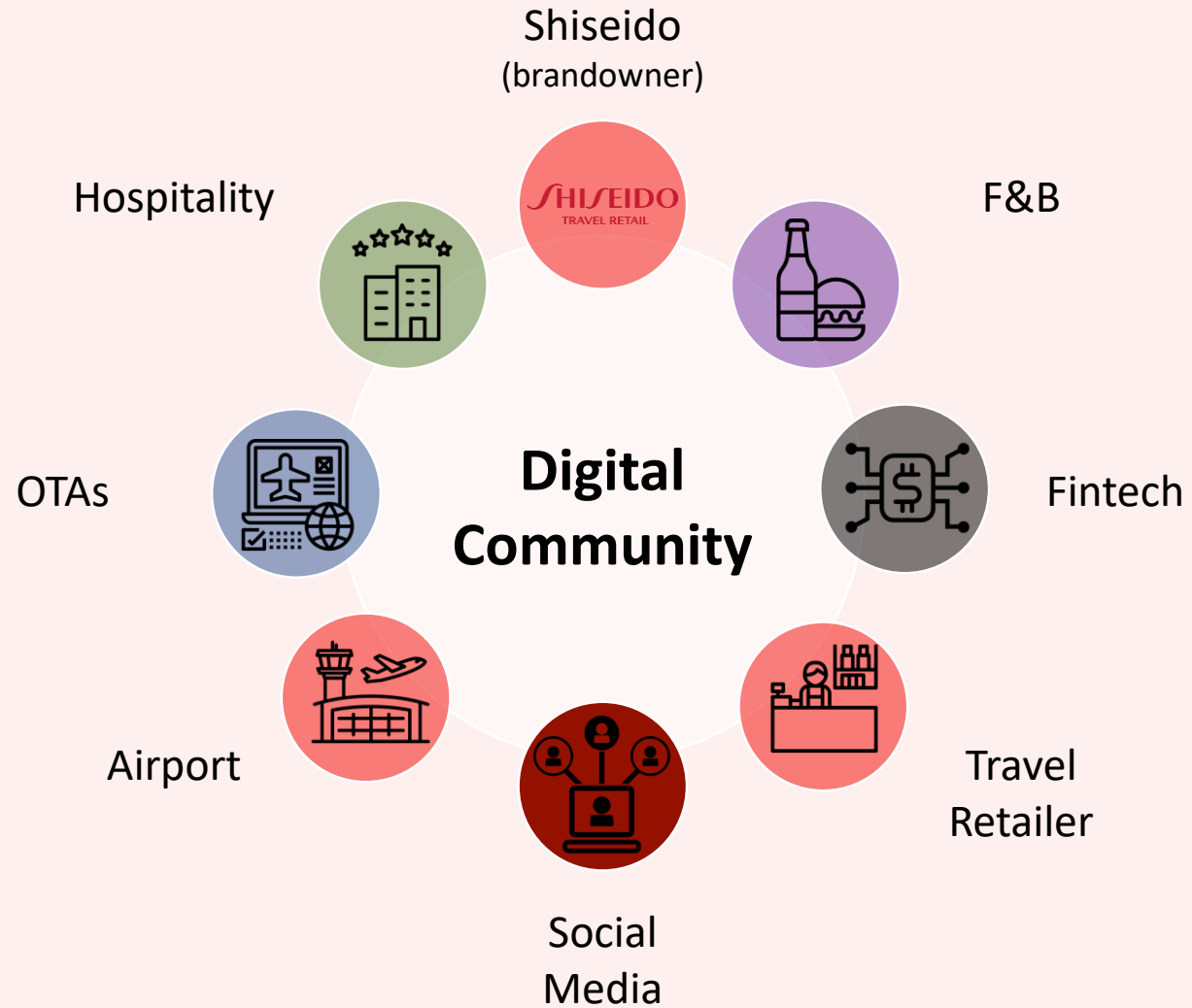
Bespoke Value

- Next gen CRM
- Predictive analysis
- Predictive design & services that is customised



What if...

**Expand our
Digital Ecosystem?**





“

From the beginning our goal was to digitalize the company. By 2020 we want to become the most digitally exciting beauty company.

”

Masahiko Uotani
Shiseido Group President & CEO





NARS

Thank you

Shi Ling Tan | Global Digital and Media Marketing
shiling.tan@tr.shiseido.com

SHISEIDO
TRAVEL RETAIL