



6 March 2017

**“Robinson” unveils sales strategy for summer
with launch of campaign “ROBINSON Holiday”**

“Shop, chill and feel summer” with a parade of products of more than 3,000 brands
and earn extra **The 1 Card** reward points up to 10 times,
also, receive a chance to win a free trip to anywhere in the world,
valued over Bt 1 million.

- Robinson took bold steps, releasing a new sales strategy for the summer, pouring over Bt 20 million into the **“ROBINSON Holiday”**, an amazing campaign to get customers to **“shop, chill, feel summer”** with a dazzling array of products of over 3,000 brands.
- The 1 Card members can redeem points for a discount coupon up to 40% off to use on Fridays, Saturdays and Sundays. Also receive extra The 1 Card reward points up to 10 times and a chance to fly free anywhere in the world with the **“Royal Orchid Travel Gift”**, valued over Bt 1 million.

Special Privileges The 1 Central credit card members can earn up to 4 times the reward points and 6% cash back between March 6 – April 17, 2017 at all 25 Robinson Department Stores and all 18 Robinson Lifestyle Centers throughout the country.

- Have fun shopping during summer with a variety of activity **“Summer Happy Weekend”** every weekend at 4 Robinson Department Store locations, Praram 9, Bangna Rangsit and Island Fashion. Join in our extravagant Songkran festival celebration with **“The Smurf Summer Splash”**. Experience the sights and sounds of **“The Lost Village”** and meet face to face with the Smurf village’s friends during March 23 – April 30, 2016, at all locations of Robinson Lifestyle.



Special! During April 13-15, 2017, at Robinson Lifestyle Srisamarn only,

view the “**Big Giant Smurf**” that is more than 3 meters high and marvel at a garden of fountains and soak in the fun. Attend free concerts by popular artists. Robinson expects to increase customer traffic by more than **30%**.

Mr. Anawat Sangkhasap, Vice President - Marketing, Robinson Department Store Public Co. Ltd., disclosed “During the last period of the first quarter of 2017, which coincides with the **Songkran** or the **Thai New Year** festival, an important summer festival in Thailand, it is expected that consumers will spend and travel more during this time. Robinson has invested more than Bt 20 million under the campaign “**RobinsON Holiday**” to aggressively boost retail sales and customer traffic during summer by offering a wide selection of products especially in the fashion and accessories category with over 3,000 brands.”

Customers will find a wide range of products with famous brand names. Popular brand names for women’s fashion include *Espada, EP, and ESP*; for men they include *Arrow, GQ, Lacoste, and Dapper*, and for men and women, *Levi’s, AIIZ, and many more*. There are also many exclusive collections that are available only at Robinson such as *Speedo swimwear, Triumph, ELLE and Streamline*.

Under the “**Shop, chill and feel summer**” concept, Robinson offers special promotions that are available only for The 1 Card members. When shopping on Fridays, Saturdays and Sundays, members will receive a special discount up to 15% off, earn extra 10 times the reward points, and a chance to earn a top prize, a trip to anywhere in the world to celebrate the summer, with the Royal Orchid Gift Card, valued over Bt 1,000,000.

When using The 1 Card reward points or cash, customers will receive a drawing ticket to win a free trip per every 10 points or Bt 1,000 spent. Special! Receive 10 tickets to win a free trip by just paying with the Robinson Gift Card. Or redeem a “**Robin Bird**” luggage for a special price of Bt 599, down from the full price of Bt 1,590.

บมจ. ห้างสรรพสินค้าโรบินสัน
 9/9 ชั้น 14-17 ถนนพระราม 9
 แขวงห้วยขวาง เขตห้วยขวาง
 กทม. 10310
 ROBINSON DEPARTMENT STORE
 PUBLIC COMPANY LIMITED
 99 14-17th Floor, Rama 9 Road, Hwai
 Khwang, Bangkok 10310
 Tel : 0-2169-2500-10
 Fax : **สามมิตร** 0-2169-2544
 www.robinson.co.th
 (A Center Retail Company)



Special Privileges The 1 Central credit card members can receive up to

4 times the reward points and 6% cash back between March 6 and April 17, 2017 at all Robinson Department Store and Robinson Lifestyle locations.

To enhance customer shopping experience under the campaign “ROBINSON Holiday”, Robinson has launched an impressive marketing strategy with many exciting activities, highlighting the concept “**Making retail more than shopping**”. Through this concept, Robinson emphasizes the image of Robinson Department Stores and Robinson Lifestyle Centers as the “Community Center” which will help bring customers to that community and thus will also help contribute towards the community’s economic and tourism growth, by offering new and exciting activities such as:

- **March 17 – April 7, 2017 - Only Fridays thru Sundays**

Customers are welcome to join in the “**Summer Happy Weekend**”, have fun playing special **games** and a chance to win many prizes when spending at least Bt 800. Also, enjoy **Photo 3D Art**, Shoot & Share, a free photo taking and sharing service, and **Special Personalized Service**, embroidery service for all your summer clothing. Cool down and freshen up with **Special Drink** and receive drink recipes. All are offered for free of charge when you spend at least Bt 800. Fascinated by unbelievable and stunning **FLASH MOB** and **FASHION TROOP** shows in the breathtaking atmosphere at these 4 locations of Robinson Department Stores; Praram 9, Rangsit, Bangna and Fashion Island.

- **March 23 – April 30, 2017 - At 18 Robinson Lifestyle Centers**

(At 18 Robinson Lifestyle Centers at Trang, Suphanburi, Kanchanaburi, Sakon Nakhon, Saraburi, Surin, Chachoengsao, Roiet, Samutprakarn, Prachinburi, Mukdahan, Buriram, Srisamarn, Mae Sot, Nakhorn Si Thammaraj, Ratchaburi, Chanthaburi and Lopburi.)
Join “**The Smurf Summer Splash**”, view a replica of Smurf village and meet with the village friends. Experience up close “The Lost Village”. Show your The 1 Card membership and receive a free Smurf tattoo sticker. Attend a free drawing workshop using Smurf paint when



spending at least Bt 300. Special! Free admission to a movie preview of “Smurfs The Lost Village” one day only, on April 5, 2017.

- **April 13 – 15, 2017 - Songkran Festival**

Celebrate the Songkran festival at a garden of fountains at “The Lost Village”. Have fun celebrating water festival with small Smurf friends.

Special! At Robinson Srisamarn only, see **Big Giant Smurf**, that is more than 3 meters high and attend free music concert by Better Weather and Bedroom Audio.

- **March 30 – April 2, 2017** – Join Good Day event, “**Good Day** for you by Robinson”. The 1 Card members will receive a free ticket for admission to the movie “Smurfs The Lost Village” at theatres at all locations of Robinson Lifestyle when spending at least Bt 2,000.

Besides an extensive selection of products and many exciting activities offered under the campaign “**ROBINSON Holiday**”, for every purchase of “**Robinson Gift Card**”, Robinson will donate 1% of sales to the “Robinson Children’s Scholarship Fund”, under the campaign “**1% Gift Card**” which has been continuously carried out every year, to raise educational funds for underprivileged children in remote areas.

“We anticipate that the campaign “**ROBINSON Holiday**” will be undoubtedly well received by customers during this summer. We expect to have an increase of customer traffic by more than 30% at both Robinson Department Stores and Robinson Lifestyles”, Mr. Anawat concluded.

รายละเอียดเพิ่มเติมติดต่อกองประชาสัมพันธ์ # โทร.02-169-2500 ต่อ 5521

E-Mail: prcenter.rbs@robinson.co.th Fax. 02-169-2544 ขนาด (ญ) 089-793-9848 / ลักษณณ (ปลา) 087-980-9110