

15 May 2017

RobinsOn Health and Wellness

Robinson launched a marketing campaign targeting health conscious customers under the campaign “RobinsOn Health & Wellness”, to help customers to “#eat well, #look well, #live well and #sleep well” through discounts on an extensive selection of beauty and health products consisting of more than 100 brands and a chance to win an extravagant Onsen trip to Japan with a total value of 600,000 baht.

- Robinson poured over 5 million baht into its marketing budget to launch a campaign called “RobinsOn Health & Wellness” to cater to health conscious customers and to help them to “#eat well, #look well, #live well and sleep well”, with a parade of beauty and health products from a wide selection of more than 100 brands discounted up to 20% off. The 1 Card members will get an additional 12.5% discount when redeeming points equivalent to the total purchase value. Moreover, members will earn stamps to redeem for a discount or a Robinson gift voucher valued up to 500 baht when trying out a product or shopping according to the advertised rules. Customers will have a chance to enter to win an extravagant Onsen trip to Japan. Two prizes will be given out with a total value of 600,000 baht. Customers are also eligible to purchase a Robin Bird Microgel pillow and a pillowcase at a special price of 399 baht, down from the regular price of 990 baht. Special! When using The Central The 1 credit card, customers will receive up to 4 times the 1 Card points and up to 6% cash back. The event will run from May 15 – June 4, 2017 at all Robinson Department stores and Robinson Lifestyle malls.
- Robinson will offer customers more than just shopping, but a unique experience with special activities that promote health and wellness such as a workshop entitled “Wonderful Cooking by Philips”, a healthy cooking demonstration and tasting to be held every Friday through Sunday during the campaign period at Robinson Department stores and Robinson Lifestyle 16 branches; and the “Robinson Lifestyle Dance Lose Weight Contest”, a dance contest to help customers lose weight and stay healthy with a chance to win money prizes valued over 10,000 baht between May 13 – June 11, 2017 at all Robinson Lifestyle branches.

- Also during this campaign, Robinson invites customers to help needy children in remote areas by shopping for Cuizimate products. Robinson will make a donation from a portion of the sales of Cuizimate products to help renovate a school cafeteria at Baan Jung Eard school in Nong Maew, Surin province, under a charity project called “Robinson Tumdee – A School Cafeteria for Needy Children”.

Mr. Anawat Sangkhasap, Senior Vice President – Customer Strategy, Robinson Public Co. Ltd., disclosed “The market of health and beauty products has been continuously growing due to the health conscious trends that remain strong and the demands of the modern generation of consumers.

Robinson has thus poured over 5 million baht of its marketing budget to launch a campaign called “RobinsOn Health and Wellness” to meet health conscious customers demands under the concept “#eat well #look well #live well #sleep well” by offering a wide array of beauty and health products from more than 100 brands such as *Shiseido*, *Estee Lauder*, *BSC Cosmetology* cosmetics, *Guy Laroche* underwear, *Philips* electronic appliances, *Scholl* and *Onitsuka Tiger* shoes, *Slumberland* beddings and mattresses, with a discounts of up to 20%.

The 1 Card members will receive an additional 12.5% off when redeeming points equivalent to the total purchase value. Moreover, customers will receive collecting stamps to redeem for a discount and a Robinson gift voucher valued up to 500 baht when trying out products and shopping according to advertised rules, and a chance to enter to win a top prize to join an extravagant Onsen trip to Japan. The trip includes Kumamoto castle, Yufuin village, Jigoku Meguri hot spring, and many other tourist destinations where you will experience and be captivated by the ancient culture and peaceful natural environment. All meals will be provided. Two prizes of this 5 day, 3 night trip to Fukuoka, Japan with a total value of 600,000 baht will be given out and each prize is awarded/good for 2 passengers. When spending each 1,000 baht or using every 20 The 1 Card points, with receipts customers will receive a chance to draw an entry in this contest to win a trip. Moreover customers who pay with a Robinson gift card will earn 10 chances to draw an entry for each 1,000 baht spent. Customers are also eligible to purchase a Robin Bird Microgel pillow and a pillowcase at a

special price of 399 baht, from a regular price of 990 baht. Special! When using the Central The 1 credit card, customers will receive up to 4 times The 1 Card points and up to 6% cash back. The event will run from May 15 – June 4, 2017 at all Robinson Department stores and Robinson Lifestyle malls.”

For this campaign, Robinson has gearing up to provide customers more than shopping, but a unique experience with special activities that promote health and wellness and an opportunity for customers to participate in a charity project. These special activities include a workshop entitled “**Wonderful Cooking by Philips**”, a healthy cooking demonstration and tasting with enticing menus such as *Cheesy Seafood Cocktail* prepared by using an oil-less fryer and *Green Fruit Smoothie*. These workshops will be held every Friday to Sunday throughout the campaign period at Robinson Department stores and Robinson Lifestyle 16 branches at Rama 9, Sukhumvit, Future Park Rangsit, Mega Bangna, Fashion Island, Seacon Square, Ayutthaya Park, Rayong, Chiang Mai, Chiang Rai, Phitsanulok, Ubon Ratchathani, Hat Yai, Nakorn Si Thammarat, Surat Thani and Nakorn Si Thammarat Robinson Lifestyle mall.

Another highlighted activity is the “**Robinson Lifestyle Dance Lose Weight Contest**”, a dance contest to help customers lose weight and stay healthy. Eligible participants need to be at least 20 years old and have no medical issues that will pose a health risk during a contest. Participants need to register for the contest, measure their weight and body mass index, and join required health and exercise classes such as Zumba Dance, Weight Training and the Cleanfood Workshop every week. Participants whose weights show the most difference or the most weight loss from the beginning of the contest will receive an instant prize valued more than 10,000 baht. The contest will run from May 13 – June 11, 2017. More information and registration details are available at any Information Center at all Robinson Lifestyle malls or email InfoRBSLifestyle@gmail.com. Special privilege for The 1 Card members only! When spending each 2,000 baht or using every 10 The 1 Card points, with a receipt and with no minimum shopping amount, members will receive a chance to enter to win a prize of Philips appliances. A total of 62 prizes valued over 250,000 baht will be given out. This event will run from May 18 – June 7, 2017 at all Robinson Lifestyle branches.



Also during this campaign, Robinson invites customers to help needy children in remote areas by shopping for Cuizimate products. Robinson will make a donation from a portion of sales of Cuizimate products to help renovate a school cafeteria at Baan Jung Eard school in Nong Maew, Surin province, organized under a charity project “Robinson Tumdee – A School Cafeteria for Needy Children”. Moreover, as an ongoing charity that has been carried out every year, Robinson will donate 1% of all “Robinson Gift Card” sales to the “Robinson Children’s Scholarship Fund”, under the campaign “1% Gift Card” to raise educational funds for underprivileged children in remote areas across the country.

“We anticipate that the campaign “RobinsOn Health and Wellness” will be another successful campaign that helps stimulate the growth and vibrancy of the health and beauty products market. We also hope that the campaign will encourage customers, especially those who are not health conscious, to become more interested in taking care of their health. We believe that our campaign will positively contribute toward a healthier and better quality of life for our Thai people”, Mr. Anawat concluded.

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