

Lazada announces first regional brand ambassador with K-superstar

South Korean actor and model, Lee Min Ho, to partner with Lazada for its 11.11 Shopping Festival

Singapore, 15 October 2020 – Southeast Asia’s leading eCommerce platform Lazada Group is injecting more happiness to its 11.11 Shopping Festival, today announcing its partnership with South Korea’s premier leading man, Lee Min Ho.

Mary Zhou, Lazada’s Group Chief Marketing Officer said, “Lazada’s annual 11.11 Shopping Festival, which is our most anticipated and biggest one-day sale of the year, is our way of thanking our consumers by bringing them non-stop happiness. In a year that has been full of uncertainty, we want to capture the imaginations of our shoppers with a regional brand ambassador who can inspire happiness and put a smile on the faces of consumers across Southeast Asia.

“Lee Min Ho’s exuberant, optimistic and encouraging personality resonates with Lazada shoppers. He is loved by fans in this region for his leading roles in popular television series such as *Boys Over Flowers*, *City Hunter* and more recently *The King: Eternal Monarch*. We are thrilled that Lee is Lazada’s Heartthrob and the strong alignment with our brand. Reminiscent of Lazada’s spirit and tagline *Go Where Your Heart Beats* and signature finger-heart gesture, we continuously inspire and encourage consumers to actively pursue their desired passions which Lee has demonstrated in his career and various social involvement in giving back to the community.”

A promotional banner for Lazada's 11.11 Shopping Festival. The background is blue with large, colorful, stylized numbers '11' in orange and pink. Lee Min Ho, wearing a pink suit, is the central figure, holding a smartphone displaying the Lazada app and making a finger-heart gesture. To his left, text reads 'Lazada 11.11', '11 NOV', 'LOWEST PRICE* IN OUR BIGGEST ONE-DAY SALE', '11 MILLION VOUCHERS', and '11,000 EXCLUSIVE DEALS'. At the bottom left, there are logos for 'Laz', 'Download on the App Store', and 'GET IT ON Google Play'. A small box with the Lazada logo and a tiger mascot are visible at the bottom right of the banner.

**Promotions listed in above image applicable only on Lazada Singapore.*

Lee Min Ho is one of Korea’s top entertainment talents whose popularity has garnered fans all over the world, most recently smashing social media records as the most followed Korean actor across social media platforms Facebook, Instagram, Twitter and Weibo. In addition to his work as a popular actor and endorsement model, Lee is also a humanitarian, working with Worldwide Fund for Nature and the United Nation’s Children Fund, as well as founding PROMIZ, a fund-raising platform to raise awareness and encourage donations for humanitarian and social causes.

Lee said, “I’m excited to join the Lazada family for the 11.11 shopping festival as their first regional brand ambassador. Lazada is known across the region for its innovative and customer-focused approach to online shopping, and working with the Lazada team has been a really fun and creative experience so far. I look forward to introducing more fans and friends in Southeast Asia to the lifestyle platform.”

As part of Lazada’s 11.11 shopping event, Lee Min Ho will star in a television commercial that mirrors his online shopping routine. He favours the convenience and a large trendy assortment to supplement his lifestyle needs ranging from fashion, sports, beauty and wellbeing.

“It is wonderful to see individuals continue to pursue their passions, pick up new skills, and experience the joy of going where their hearts beat through Lazada. I’m pleased to be part of this story and play a role in uplifting spirits and sharing more happiness with my fans and consumers in Southeast Asia,” Lee added.

For the campaign commercial, Lee Min Ho also collaborated with Lazada’s local brand ambassadors across Southeast Asia namely, Agnez Monika and Verrel Bramasta in Indonesia, Ayda Jebat in Malaysia, Kathryn Bernardo in the Philippines, Bella Ranee Campen in Thailand and Chi Pu in Vietnam, demonstrating their way of spreading happiness by purchasing parcels of joy for one another.

Zhou shared, “Virtually bringing together both Lee Min Ho and our local brand ambassadors, is Lazada’s way of connecting the community despite being geographically separated. As 2020 comes to a close, Lazada wants to foster a deeper understanding on the power of the commonalities that exist within our diverse community across Southeast Asia, and how we can unite to harness this strength to support each other through challenging times.”

In the latest TVC, consumers will also spot Lazada’s catchy 11.11 jingle, reminding shoppers to “add-to-cart” in order to enjoy the lowest price¹ on Lazada’s biggest one day sale.

This year’s 11.11 Lazada Shopping Festival will bring shoppers across Southeast Asia the best value through attractive discounts and free shipping², as well as Shoppertainment content including exclusive countdown concerts in different markets so that consumers and their loved ones can enjoy non-stop happiness during Lazada’s biggest one day sale of the year.

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About Lazada Group

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers’ daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada has been the Southeast Asia flagship platform of Alibaba Group powered by its world-class technology infrastructure.

¹ Terms and conditions apply.

² Commercial promotions and mechanics differ in each of the six Southeast Asian markets Lazada operates in.