

FOR IMMEDIATE RELEASE

**LAZADA INVITES SOUTHEAST ASIAN SHOPPERS TO *ADD TO CART. ADD TO LIFE.*
WITH LAUNCH OF LAZLIVE+**

Singapore, 24 June 2022 – Southeast Asia's pioneer eCommerce platform, Lazada, today announced its new brand proposition, **Add to Cart. Add to Life.**, alongside the launch of **LazLive+**, a curated interactive live content series that brings together recognisable, authentic and trusted experts to share fresh tips and skills with shoppers.

With the increase in adoption of eCommerce across Southeast Asia since the onset of the pandemic¹, online shopping has since integrated itself into consumers' everyday lives. Shoppers now head to eCommerce platforms for exciting and entertaining content and seek out the latest fashion and beauty trending assortment. Recognising that shoppers are no longer just buying products for functional uses, *Add to Cart. Add to Life.* reflects the brand's belief that eCommerce can add to the lives of consumers by inspiring meaningful connections and memorable experiences with their purchases.

LazLive+ episodes connect Southeast Asia's shoppers with new ideas and experts from all walks of life, through cooking demonstrations, styling know-how, gaming tips, fitness motivation and more, and will roll out across the region from 4 July.

Shoppers in Singapore will get to interact with their favourite key opinion leaders (KOL) real-time through the voting and chat functions, including Aiken Matthew Chia, Andrea Chong, Derek Cheong, Mong Chin Yeoh and Tiong Jia En, with each KOL representing a different lifestyle segment. LazLive+ will debut "D.I.Y. Like A Pro" on 4 July with each episode running for one hour. In this series, host Aiken will challenge one of four KOLs to complete a task. The tasks are themed to each KOL's respective expertise, and they will share personal tips and hacks with viewers on how to get the most value out of the items featured. Aiken, as the underdog challenger, will seek assistance from viewers through a voting process

¹ Facebook and Bain & Company, [Southeast Asia, The Home For Digital Transformation](#), September 2021

that will gain him access to bonus tools to help him complete his challenge easier. Viewers who aid Aiken in the voting process will also stand to gain exclusive shopping vouchers.



“D.I.Y. Like A Pro” will run for 15 episodes, with episodes airing daily at 8pm during the debut launch week, followed by a weekly livestream every Wednesday at 8pm. Coupled with exclusive deals and entertainment that Lazada brings to the fingertips, shoppers can also create more fulfilling moments, big and small, that will enrich their lives and those around them.

“As Southeast Asians continue to *add to cart*, we want to be that bridge that connects our customers to opportunities that *add to life*. For us, it’s not just about buying a pan; it’s about owning a pan to add amazing flavours to a delicious meal for loved ones. Likewise, it’s not just about buying a skipping rope; it’s about adding fitness and health to one’s daily routine. Whether it’s a new hobby, honing a skill, creating a more comfortable home or a new look with a style makeover, every product on Lazada has the potential to be the launchpad for enhancing abilities and value-adding to our consumers’ lives,” said Marcus Chew, Chief Marketing Officer, Lazada Group. “LazLive+ will also be a great source of inspiration for shoppers with its unique blend of shoppertainment and shop-spiration content, that will enable consumers to discover and unlock new passions and possibilities in their lives, thanks to the experts.”

Lazada’s latest brand campaign will run across Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam starting today, with a [30-second film](#), out-of-home, a series of key visuals, influencer engagement, topical social media activation, and other creative executions.

*Click [here](#) to download the Singapore key visuals.

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About Lazada Group

Lazada Group is Southeast Asia's pioneer eCommerce platform. For the last 10 years, Lazada has been accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. Today, a thriving local ecosystem links our consumers to more than 1 million actively-selling sellers every month, who are transacting safely and securely via trusted payments channels and Lazada Wallet, receiving parcels through a homegrown logistics network that has become the largest in the region. Lazada aims to serve 300 million shoppers by 2030, and be the best at enabling brands and sellers in digitalizing their businesses. In 2022, the Lazada Foundation was set up to empower youths and women for the digital future, close the gender digital divide and uplifting communities by creating positive impact. More information can be found here

<https://group.lazada.com/en/foundation/>.

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