Get ready to experience the first-ever Shopee Super Brand Day by Shopee and Unilever

Get ready to experience the first-ever Shopee Super Brand Day by Shopee and Unilever
Shop at ‘U Day Your Day’ on 22 May and enjoy the best deals from leading Unilever brands including Dove, Vaseline, Sunsilk, Breeze, Comfort and more

BANGKOK, 16 May 2018 — Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, officially launches ‘Super Brand Day’ to recognise key brand partners, and provide them with exclusive in-app exposure to reach out to more than 17 million Shopee users in Thailand. Every installment of Super Brand Day will feature an in-app “takeover”, a revamp of the Shopee app interface to highlight one of Shopee’s leading Shopee Mall brands for 24 hours. As part of the campaign, users can look forward to non-stop promotions and exclusive deals from the featured brand.

Agatha Soh, Head of Marketing at Shopee said, “The launch of the first-ever Shopee Super Brand Day represents a major move for us in establishing Shopee as an industry leader and a one-stop online shopping destination. Following the launch of Shopee Mall earlier this year, we received excellent feedback from users to continue to onboard leading brands onto our platform. We are thankful to have had the support of these brands, and introduced Super Brand Day as a way to recognise our brand partners and provide them with increased exposure beyond our usual campaigns. Shopee will also be providing each featured brand with exclusive marketing and operational support to help brands more effectively reach out to consumers across the country.”

Check out ‘U Day Your Day’ by Shopee and Unilever from 15 to 22 May; look out for a huge wave of unbeatable discounts on leading Unilever brands including Dove, Vaseline, Sunsilk, Breeze, Comfort, Sunlight and more.
In partnership with global powerhouse Unilever, Shopee will run the first Shopee Super Brand Day in Thailand named ‘U Day Your Day’ that will feature Unilever’s exclusive 24 hour in-app takeover on 22 May. From 15 to 22 May, users can look forward to a series of irresistible deals from leading Unilever brands including Dove, Vaseline, Tresemme, Sunsilk, Pond’s, Breeze, Comfort, Sunlight and more.

Save the date for 22 May itself for a brand new shopping experience dedicated to massive Unilever deals across categories including personal care and homecare. Not to be missed promotions include:
● Discounts of up to 55% off
● Shopee x Unilever Exclusive Sets
● Curated flash sales
● 15% Shopee coin cash back
● 3-rounds of Beat-the-Clock voucher giveaways, applicable storewide
● Super deals from Unilever best-selling items

Don’t miss the first ever Shopee Super Brand Day in partnership with Unilever at https://shopee.co.th/m/UnileverSBD
For more information, visit Unilever official store: https://shopee.co.th/unilever_beautyhotpro , http://shopee.co.th/unilever_householdcare

Download Shopee for free on the App Store or Google Play Store.