

# Anthon Berg draws on emotions in inspirational Mother's Day promotion



Dubbed “The Generous Call”, Anthon Berg’s promotion at Copenhagen Airport aims to take travelers back to what matters in life

Confectionery company Anthon Berg, whose tagline is “You can never be too generous”, is staging a promotion in Gebr Heinemann’s shop at Copenhagen Airport throughout May.

Inside the promotion area in the operator’s store at the Danish airport hub, Anthon Berg is asking travelers the question: “When was the last time you said I love you?”

Hovering above the 20 square meter pink-floored promotion area is a halo sign reading: “Call someone you love & get free chocolate”. Beneath the sign is a pink British-style phone booth catching the attention of busy travelers and encouraging them to think of someone they love and make a free call to that someone – wherever they may be in the world.

Dubbed “The Generous Call”, the promotion aims to tap into powerful emotions and take travelers back to what matters in life, according to Anthon Berg.

Speaking about the promotion’s emotional draw, André Haunsoe Kampmann, Senior Brand Manager, Anthon Berg International, explained: “By turning the purchase situation upside down and making it all about someone else rather than the consumer, we nudge travelers to tap into emotions of love and appreciation – two powerful emotions and therefore efficient tools to connect consumers to the Anthon Berg brand.”

He continued: “The promotion is easy to decode, tempting to try and offering value before an actual purchase. This creates a low entry point for the traveler to participate. Product samples are handed out in the promotion area for further involvement.”

The Generous Call campaign has been launched in Copenhagen Airport in time for Mother’s Day on May 12, but it is just as relevant any other day of the year, said Kampmann.

Products on promotion are the Travel Retail Exclusive Fruit in Marzipan range counting Strawberry in Champagne, Plum in Madeira, Blueberry in Vodka, Raspberry in Orange Liqueur, Apricot in Brandy.

Other featured products are the world-renowned Chocolate Liqueurs. Specific products are the Travel Retail Exclusives Grand Cordials: Chocolate Liqueurs, Chocolate Cocktails and Chocolate Coffee Liqueurs.

A movie centered on the promotion can be viewed on YouTube at <https://www.youtube.com/watch?v=ujhCknnYn8Y> and on Facebook at <https://www.facebook.com/anthonberg/videos/313917446170579>.