

Cloetta GTR kicks off new display strategy at Paris Orly flagship store



Created in partnership with Lagardère Travel Retail, the interactive animation focuses on The Jelly Bean Factory brand and incorporates local elements unique to Paris

Confectionery supplier Cloetta Global Travel Retail (GTR) has partnered with Lagardère Travel Retail to create a bespoke fixture at Paris Orly. The promotional space incorporates local elements unique to Paris, as well as the opportunity for travelers to interact with it.

The fixture focuses on The Jelly Bean Factory, a brand which over the years has proven to be a true hero for Cloetta GTR within the industry. By introducing gourmet jelly beans with a clean recipe (gelatin-free, no artificial flavors or colors) and color branding, Cloetta GTR drives its ambition to grow the sugar confectionery category further.

“We are very proud to start 2024 with our first animation with Extime Duty Free in Paris airport.

The activation in Orly flagship is a big success, as it creates a strong stop ratio and it dynamizes the confectionery category. It is a great start to develop the Jelly Bean Factory brand through our network. By the end of 2023, we had already started to roll out the brand in most of our shops. In 2024, we're reinforcing our partnership by giving it even greater visibility with the installation of personalized fixtures in selected shops across Europe," comment Ségolène Corbillon, Confectionery Category Manager & Buyer at Lagardère Travel Retail.

Cloetta GTR aims to attract travelers back to the shop floor again, with interactive, unique and above all fun activations, at a time when airport dwell time is decreasing. The fixture at Paris Orly also offers the chance to take a picture with a famous Parisian landmark through a photo-booth and sees the Jelly Bean Factory's Pop a Bean on top of an all-purple Notre Dame. The last element of this activation is the best-sellers display: a carousel featuring the Travel Retail Exclusive 175g Tube, which is set to feature in more than 50 locations around the world in 2024.



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“We are kicking off the year in style with this HPP at Orly Paris. While we initiated our partnership with Lagardère Travel Retail in late 2021, last year has been the year we truly took off and intensified our collaboration. By joining forces, we are not merely aiming to grow and develop the sugar confectionery category. Our shared purpose is to truly elevate and enrich the experience of travelers throughout their journey. This HPP is an example of that strategy. We wanted to pay homage to a true Parisian icon (the Notre Dame). In addition, this marks the official launch of our The Jelly Bean Factory-bestsellers display. A sneak-peak of this was already visible at the TFWA in Cannes, but in 2024 you can expect to see them exclusively across selected airports throughout the world,” adds Sven van Dijk, Global Travel Retail Manager at Cloetta GTR.