

# Cloetta talks brand activation tactics

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Cloetta's Jelly Bean Factory installation at Prague Airport

Having had time to reflect on the launch of its permanent installation at Prague Václav Havel Airport in November of 2021, Cloetta Global Travel Retail tells *Global Travel Retail Magazine* about the planning and design process of its Jelly Bean Factory. Marking its first collaboration with Lagardère Travel Retail and its first display of this kind within the channel, the Swedish confectionery specialist opened the 12 square meters space in Terminal 1.

When asked about the setting of SMART (specific, measurable, achievable, realistic and time-bound) goals, the Cloetta team says it was difficult to come up with a sales number. However, the airport retailer asked the company to accomplish three requirements within the space: tie into the local market, create an interactive component and provide a “wow” factor. Working closely with Lagardère, as expected, the team had to return to the drawing board a couple of times. With the three requirements in mind - and considering the increased expectations of consumers today - the team landed on the idea to design an actual “Factory”, tying in the brand name. Consisting of transparent tubes, LED lights and a touchless photo booth, the installation gifts travelers with a digital souvenir of Prague, which is both interactive and customizable.

“Looking at the results of this year, at the Prague location alone, we have done exceptionally well. Our goal for this permanent space was to let travelers get to know The Jelly Bean Factory brand, its 1

brand promise and to show the travel retail industry what Cloetta as a company is capable of," says Jana Stroop, Global Travel Retail Manager at Cloetta Global Travel Retail.

Standing out from other permanent airport activations in the area, the height and structure of the installation easily captures the attention of passers-by and makes the display visible from a distance. Stroop points out that the final product has further excited the pair to expand the network of branded spaces worldwide and set the tone for collaborations to follow.

### **Bright colors and gourmet flavors**

Research conducted by creative agency Colorcom reveals that people make a subconscious judgement about a person, environment or product within 90 seconds of initial viewing - and that the majority of this assessment is based on color alone. Looking to offer an "unmatched sensory experience", The Jelly Bean Factory unites food color and flavor to help define its brand identity and the consumer's journey. As noted by Stroop, the company aims to create "the best possible experience in color, flavor and texture" by choosing the finest natural ingredients.

"[All of our jelly beans are colored with natural colorings, which we extract from all-natural ingredients; we're proud of our multitude of bright colors and gourmet flavors, as they offer consumers a truly sensational taste experience. With our colorful beans, we want to add color to our consumers' lives and help them to embrace flavor. As we invite consumers to join us on our journey, colors help us to be inspiring, adventurous and of course, full of flavors,]" says Stroop.

### **Challenging the status quo**

Recognizing that consumers are increasingly loyal to brands whose values resonate with their personal and social identity, The Jelly Bean Factory at Prague Airport uses visual engagement to create an emotional connection. The incorporation of transparent tubes, which allow the beans to be visible, encourage visitors to connect sight, taste and experience. Once travelers step into the Factory, they are immersed in the Jelly Belly world and greeted by key pillars of the brand: 36 huge flavors, no artificial colors or flavors, gluten- and gelatine-free.

"The Jelly Bean Factory has always been committed to offering customers unique tastes that they can't find anywhere else. The main goal is to challenge the status quo when it comes to confectionery and offer a flavor for every taste; delighting and surprising consumers from all backgrounds, hence its wide range of flavors," adds Stroop.

Since these days consumers want candy to be less artificial, while still delivering an exceptional taste and texture sensation, The Jelly Bean Factory can also fill in "a white space." All products are 100% vegetarian, allergen-free and crafted with natural colors and flavors.