

Ferrero promotion drives holiday sales through digital partnerships



Ferrero's European airport campaign combining Booking.com incentives with targeted advertising showed strong results, doubling sales at Madrid location

Ferrero Travel Market's holiday campaign combining retail incentives with digital partnerships has delivered significant sales increases across European airports, with Madrid Barajas reporting double baseline sales compared to the previous year.

The "Add Your Golden Touch" initiative, which ran from November to December 2024, centered on Ferrero Premium Chocolate brands. The promotion offered customers purchasing two products a €50 (US\$52) Booking.com voucher, redeemable through a QR code system. The partnership leveraged Booking.com's position as the most visited travel and tourism website globally in December 2024.

Beyond the voucher redemption, participants could access seasonal content including tutorials for DIY tree ornaments, a Golden wreath, and a mini chocolate dome cake recipe created by a pastry

masterchef. The promotions at Barcelona-El Prat and Luxembourg Airport also reported strong performance increases.

Multi-channel reach

The campaign integrated several digital partnerships, with Uber targeting travelers heading to Paris Charles de Gaulle, Paris Orly and Madrid terminals through their app. At Madrid Airport, engagement exceeded platform benchmarks, with users spending an average of 134 seconds with campaign content versus Uber's standard 100-second benchmark. Over 8,000 unique riders accessed the content during November.



The Oslo Airport activation featured geotargeted social media advertising during December 2024 as part of Ferrero's European holiday campaign

“We are absolutely delighted with the results of our ‘Add Your Golden Touch’ campaign, especially in Madrid Barajas, where our Uber campaign successfully maximized reach and impact,” says Sergio Salvagno, General Manager of Ferrero Travel Market. “Barcelona Airport also experienced a truly exceptional sales increase.”

Social media impact

The social media component ran geotargeted advertisements on Facebook and Instagram from November 1-30 for Madrid Barajas Airport, and December 1-31 for Paris Orly, Oslo, Luxembourg and Vienna Airports. Madrid achieved 2.3 million impressions and reached 620,000 unique users with a 7% engagement rate.

Additional exposure came through traditional marketing channels and brand ambassadors, while the Booking.com voucher offer featured on easyJet boarding passes. The combination of retail incentives, digital partnerships and traditional marketing appears effective in driving both

engagement and sales in the airport retail environment.