

Ferrero partners with top airports to celebrate "Light Up Your Christmas" campaign



The activation can be found at Frankfurt, Paris (Orly), Oslo and Luxembourg Airport throughout the month of December, where it's expected to reach more than two million passengers

As part of its festive campaign, Ferrero Travel Market has created a platform to exchange personalized golden greetings using animated cards to send to loved ones. With each greeting, the sender gets the chance to win a T96 pyramid dome of Ferrero Rocher pralines to share with family and friends.

The activation can be found at Frankfurt, Paris (Orly), Oslo and Luxembourg Airport throughout the month of December, where it's expected to reach more than two million passengers.

This Christmas will be also serve as the pre-launch of its travel retail exclusive Ferrero Rocher Golden Gift, which is perfect for gifting and can up upcycled in a number of ways. Consisting of pralines and a tin box, the QR code on the pack gives various ideas and tips to reuse the tin as an iconic cutlery or fairy light holder, treasure keeper and vase.



The festive campaign on display at Luxembourg Airport

Sergio Salvagno, General Manager Ferrero Travel Market says, “We are delighted to see our ‘Light Up Your Christmas’ campaign featured in selected European airports. This activation encourages interaction from travelers, adding a further seasonal touch and the opportunity to win a Ferrero Rocher pyramid.

“Gifting is a key purchase driver for traveling shoppers and our Ferrero Rocher brand is the perfect choice, especially during the Christmas and holiday season.

“Products such as the new Ferrero Rocher Golden Gift encourages consumers to upcycle the box after consumption and represents one of latest example of our commitment to sustainability. Here, we are offering a premium product that not only tastes good, and is a superb gifting item, it also lasts.

“Everything we do is guided by our four pillars – protecting the environment, sustainably sourcing high quality ingredients, promoting responsible consumption and empowering people.”