

Mondelēz and Dufry pay homage to Cadbury's British roots with latest campaign



The Cadbury Dairy Milk Great Britain Pouch features iconic British symbols and landmarks

[Mondelēz World Travel Retail](#) (WTR) is paying homage to [Cadbury](#)'s British roots with the launch of the Cadbury Dairy Milk Great Britain 520-gram Pouch. The pouch has been launched exclusively with Dufry and is available to shoppers across airports in the United Kingdom.

According to a press release, "The latest 'Sense of Place' innovation from Mondelēz WTR enables travelers to take a piece of Britain home with them. The sweet souvenir features an eye-catching new design with key British symbols including the iconic London black cab, the red telephone booth and the true mascot of Great Britain, the humble bulldog."

Cadbury's Sense of Place campaign kicked off on February 1 at London Stansted Airport and will continue until the end of March with personalized gifting options. The supporting activation features a location-themed display, enhancing the Sense of Place concept with an engaging in-store experience. Positioned in the heart of the store for best visibility, a Cadbury-purple double decker bus gondola houses the Dufry-exclusive pouch, containing miniature Dairy Milk chunks. Travelers can personalize a gift bar or pouch with the Cadbury ribbon printer, and can also treat themselves to a taste of Britain₁

with the Sense of Place Cadbury bar sleeves, designed to pay homage to British heritage with iconic local symbols.

“As times change, so do consumer preferences, and as per our renewed category vision, addressing these changes is a key area of focus for Mondelēz WTR,” Dogus Kezer, Marketing Director, Mondelēz WTR, said. “We aim to grow the overall category, drive penetration and accelerate conversion through delivering unique experiences, elevating confectionery category awareness, and leveraging our winning portfolio. The Cadbury Sense of Place campaign underlines this commitment, exciting and delighting travelers with unique concepts, like the exclusive new pouch, and eye-catching activations, like the iconic double decker bus display, which has already captivated travelers at London Stansted.”

Mondelēz WTR first pioneered ‘Sense of Place’ in confectionery in 2015 with Toblerone. Now travelers in other parts of the world can also enjoy a distinct British experience, with the Sense of Place activation set to roll out across various locations this year.