

Mondelez hones in on Sense of Place



Toblerone introduces a Switzerland sleeve dispenser in Geneva Airport

Mondelez World Travel Retail (WTR) is debuting new destination-themed packaging and in-store activations for number one chocolate brand Toblerone as well as the Milka brand.

Travelers across Europe are experiencing the group's latest Sense of Place promotions.

Mondelez WTR introduced the first Destination Toblerone Tiny with Tiny Dubai in 2019, which went on to become one of the best-selling products.

By leveraging Sense of Place, Mondelez WTR is targeting the Local Touch Seekers and Emotional Brand Image Seekers consumer segments, which respectively represent 23% and 18% of all travel retail shoppers (source: m1ndset, July 2022).

Local Touch Seekers are travelers who value gifting and tend to purchase international products with a local touch, while Emotional Brand Image Seekers prefer to shop in attractive shops where they can find exclusive products, special editions and international products with a local flavor (source: m1ndset, March 2022).

The Toblerone Gift from Copenhagen promotion ran from May to June at CPH Main Shop Sweet Stage and included tastings, a sticker printer for 272 gram bags and a free travel pillow with purchase of any three 272 gram bags.

In Geneva Airport, Toblerone introduced a Switzerland sleeve dispenser, while in Italy, the brand collaborated with Jägermeister with a Sense of Place activation that included a personalized ribbon printer and sleeve dispenser, exclusive Toblerone Tiny Italy Bags and a Toblerone 360g destination sleeve.

The first Milka Sense of Place activation popped up in Amsterdam's Schiphol Lounge 3 through April and May, offering exclusive destination sleeves, tastings and a QR code on Milka bars, allowing consumers to create a personalized message to send to loved ones.

Promotions are also happening in Greece, the Czech Republic, Turkey, Spain, the UK and Germany.

Looking to elevate the progressive souvenir trend globally, Mondelez WTR will also continue to innovate with Sense of Place in the Middle East.

Dogus Kezer, Marketing Director, Mondelez WTR, says: “Consumer occasions remain an important trend to leverage. According to a recent study by m1nd-set, gifting in the confectionery category has persisted as a key driver for purchase in duty free, with over one third – 34% – of shoppers purchasing the category for gifting, and with the festive season approaching, it is prime gifting season.

“Having pioneered Sense of Place with the channel’s number one chocolate brand, Toblerone, back in 2015, we have continued to evolve the concept to appeal to travelers, introducing locations for Milka for the first time, featuring fun designs of regional icons for travelers to take home as souvenirs or to share as gifts with loved ones.”