

Mondelez launches new travel retail exclusive Cadbury Premier League Ball



The new Cadbury Premier League Ball has arrived in travel retail



Mondelez is building on its partnership as the official snack of the English Premier League with a soccer activation campaign

Mondelez World Travel Retail is looking to score with its latest exclusive release for the travelling shopper, the Cadbury Premier League Ball.

The cardboard football contains 290g of chocolate, in the form of 27 individually-wrapped miniatures including favourites such as Dairy Milk, caramel and wholenut. The purple and white design is a Cadbury's twist on the traditional soccer ball look.

Building on its partnership with the English Premier League, Mondelez are hoping the worldwide appeal of soccer will help introduce new shoppers to the Cadburys range.

Mondelez WTR's Category Marketing Manager, Irina Tarabanko, commented: "Cadbury's partnership with the Premier League has resulted in some of Mondelez World Travel Retail's most exciting digital activations, including the biggest in-store theater in the history of the brand with last year's floor-projecting game at London Stansted. These kinds of activations really show the power of a partnership - when globally recognized brands join forces, amazing things can happen."

For this new release, Mondelez is keeping up its strong activations for the brand. The new release has been accompanied by a digital campaign which offers shoppers the chance to try and score against a virtual goalie.

The activation launched at London Heathrow, Stansted and Luton airports, as well as Sydney and

Singapore. It is set to arrive in Dublin from August through to September.

Tarabanko added: "We're dedicated to growing the category through fun, innovative products and engagements. The new 'kick and score' digital concept and the *Cadbury* Premier League Ball are yet another example of Mondelez World Travel Retail delivering on its 'delighting travelers' category vision."