

Mondelez WTR and Lagardère TR team up on latest 'Win a Diamond' campaign



The latest iteration of 'Win a Diamond' spotlights Mondelez WTR's Toblerone Pralines at Paris CDG Airport

Mondelez World Travel Retail (WTR) is disrupting the confectionery scene in travel retail with an enhanced iteration of its 'Win a Diamond' campaign. With Lagardère Travel Retail, the duo is highlighting how powerful partnerships can unlock new opportunities to drive category and duty free growth.

The 'Win a Diamond' campaign spotlights Mondelez WTR's latest creation, Toblerone Pralines, in an exciting way at selected airports globally. Passengers that purchase the indulgent treat can use their receipt to stand a chance at winning a real diamond. The latest iteration in partnership with Lagardère will be live March 14 - April 17, capitalizing on travel over the Easter period. Passengers passing through Terminal 2 at Paris Charles de Gaulle Airport can sample the product, engage with the interactive photo opportunity, and participate in the travel exclusive 'Win a Diamond' competition.

The pop-up is situated in an incredible, high-visibility space outside of the duty free shop. Through this, Mondelez WTR drives additional visibility for the confectionery category which increases footfall, conversion and brand awareness. This aligns with the category leader's vision to increase the number of shoppers, the spend per passenger and how often they shop, with the overall goal of increasing the basket size. The activation is strengthened by a dynamic digital pillar that disrupts 1

the passengers' journey, inviting them to stop and find out more about the pop-up and product on display.

This latest campaign solidifies the importance of partnership in travel retail. Through a premium concept and product, Mondelez WTR unlocked a space that is usually dedicated to premium brands. This highlights how confectionery, particularly premium chocolate, has its own distinct appeal that can be showcased to drive category growth and further delight passengers.

"Once again Lagardère Travel Retail has shown us the true value of partnership within travel retail. We are thrilled to collaborate with the team for the Win a Diamond campaign, not only because it offers us a chance to showcase our latest product innovation but also because it delivers something exciting for passengers to experience," says Beatriz De Otto, Head of Customer Marketing at Mondelez World Travel Retail.

"At Lagardère Travel Retail, we are always looking for ways to enhance the airport environment. Our most recent partnership with Mondelez WTR is a fantastic case study on how thinking outside the box can go a long way in elevating the journey for travelers. By highlighting confectionery outside of its traditional area, we explore new ways to engage with and captivate shoppers in order to drive the growth of the duty free channel," says Stéphanie Zakarian, Global Head of Confectionery at Lagardère Travel Retail.