

# Mondelēz WTR champions personalization with Toblerone in Istanbul



The Toblerone gifting activation at Istanbul Airport

[Mondelēz World Travel Retail](#) (WTR) is offering fresh personalization opportunities for travelers via a new activation featuring [Toblerone](#).

The activation was unveiled in partnership with [Gebr. Heinemann](#) and their Turkish partner [Unifree](#) at Istanbul Airport. According to the company, "it intends to disrupt travelers in the busy airport environment through exciting and interactive digital elements, underlining the confectionery category leader's commitment to delivering unique experiences and digital innovation."

The space introduces the latest Toblerone 2.0 sleeve printer, the first of its kind to be installed in travel retail, which allows travelers to add a name or message to sleeves. First launched in travel retail in Istanbul in 2019, the new advanced sleeve printer functions much faster than its predecessor, shortening wait times for shoppers, making for a more seamless experience.

"Travelers can also enjoy a glimpse of the new Toblerone brand identity with the dynamic new POS suite, specifically designed in innovative 3D shapes and colors to disrupt the passenger and bring their attention to this well-loved brand."

A new digital 4D Toblerone photo box is another one of the key digital elements of the animation. It allows users to take photos and have them printed instantly for no charge.

Beatriz De Otto, Head of Customer Marketing at Mondelēz WTR, said, "We are delighted to be back in Istanbul with a more premium, exciting, and engaging activation anchored in our commitment to digital innovation, while continuing our personalization journey with Toblerone. The activation positions confectionery with the visibility that the category deserves to accelerate conversion in-store, while the launch of our newest printer and the incorporation of digital elements like the photo box inspire travelers to engage with the brand and create custom gifts via new means. We are very proud to deliver such an unparalleled and memorable retail experience for a new generation of travelers alongside our partners at Gebr. Heinemann."

Jens Peter Peuckert, Director Marketing at Gebr. Heinemann, said, "Our ambition is to create unforgettable experiences to attract travelers' attention - for higher category penetration and conversion. In this light we are pleased to offer shoppers this engaging and surprising way of personalization together with Mondelēz WTR - as a result of a close and evolving partnership with aligned goals. Mondelēz WTR's evolved digital offering will appeal to discerning travelers seeking rich, individual retail experiences that they can connect with."

Ceren Tonguç, Chief Commercial Officer, Unifree, added, "We always strive to provide an unforgettable duty free experience for our customers. We are pleased to announce that we are hosting Toblerone in Istanbul Airport for the second time. Our guests can now customize and personalize their chocolate bars and create memories that will be remembered forever with our dedicated photo shooting area."

The activation will run until the end of April 2023.