

Mondelez WTR introduces Toblerone Tiny Messages personalization



Mondelez World Travel Retail (WTR) is continuing its pioneering personalization journey with a new offering from Toblerone. The travel retail exclusive packaging of the limited edition Toblerone Tiny Messages enhances the sharing appeal of the 272-gram Tiny milk bag, with 21 distinct messages printed on the wrappers of each individual “tiny.” “Messages” include words and feelings that help to connect travelers, like “happiness,” “sharing” and “laughing,” with promotional materials highlighting to travelers what “being together means.”

Targeting digitally driven Gen Z and millennials – two customer groups, who are expected to increase their travel retail spend in coming years and are known to favor exclusivity and personalization, according to m2nd-set, Toblerone Tiny Messages’ travel retail exclusive packaging includes a QR code that allows travelers to access an augmented reality (AR) tool. The AR enables traveling consumers to create sharable, unique virtual messages, providing a platform for travelers to express themselves and engage with the brand beyond the airport environment.

Mondelez WTR pioneered personalization in the confectionery category in 2017 with Toblerone Messages for the iconic 360-gram bar. Since then, the category leader has continuously evolved with the trend to keep the offering relevant and exciting, from ribbon printers with personalized messages to the highly popular Toblerone sleeve printer for the 360-gram bar.

Dogus Kezer, Marketing Director at Mondelez WTR, said, “The new limited edition Toblerone Tiny Messages allows us to engage with this new generation of traveling consumers in a more personal and creative way than ever before, increasing our emotional link with our target Gen Z and millennial travelers. We are very excited to see travelers combining words and sharing such positive messages on social media; this is a powerful reflection of Toblerone’s brand identity, which encourages individual uniqueness and self-expression and speaks directly to these younger consumer markets.”

The limited edition Toblerone Tiny Messages will be available until the end of next year.