

# Mondelez WTR showcases Toblerone Pralines with series of high-profile activations



At Cyprus, Dublin and Porto Airport, the animation spaces have been created exclusively for Toblerone Pralines, highlighting Mondelez WTR's partnership with ARI, which is at the heart of the campaign

In partnership with ARI, Mondelez World Travel Retail (WTR) is elevating Toblerone Pralines by utilizing exclusive spaces in prominent airports around the world. Some of these high-visibility spaces have been created for the sole purpose of showcasing the indulgent Toblerone treat.

The 360-degree activations are further strengthened through digital platforms including media, television and click and collect services to drive engagement with consumers. This holistic approach supports Mondelez WTR's vision to drive awareness around the diamond-shaped chocolate, aligning with its category vision to enhance a winning portfolio that supports increasing penetration and conversion within the channel.

Travelers passing through Cyprus, Dublin and Porto Airport can take part in the experience and get a taste of the new premium pralines. Additionally, interactive photo boxes at each location offer visitors a special keepsake to remember their travels by.

ARI is driving visibility by delivering a unique opportunity for Mondelez WTR. The animation spaces have been created exclusively for Toblerone Pralines, highlighting the partnership at the heart of this campaign.

Travelers in Dublin are invited to try free samples and experience the premium flavor firsthand. The activation is further supported by social media banners, screens in high-visibility areas and floor stickers, which all work together to raise brand awareness and increase engagement.

Between February and March 2024, passengers at Larnaca International Airport can discover the confectionery experience. Located at the entrance of the "decompression area," the 40-square-meter activation space offers quality cross-category visibility, and marks the first time that a confectionery brand has been given this high-profile area. Supporting the campaign is a dynamic digital takeover;

with a Toblerone Praline video shared across 19 consecutive screens in the airport that merge together.

This trio-campaign in partnership with ARI marks Mondelez WTR's commitment to spotlighting Toblerone Pralines, along with its advancement into the premium sector. Looking ahead, passengers can expect to see more campaigns worldwide as the confectionery leader continues to amplify its latest creation.

Beatriz De Otto, Head of Customer Marketing at Mondelez WTR said, "This year, Toblerone Pralines is a top travel retail focus for Mondelez WTR. Thanks to ARI, pralines has taken center stage across Europe, inviting travelers to indulge in the new premium creation. We are delivering delicious moments and captivating experiences that advance the channel, none of which could be achieved without our strong partnerships."

Paul Hunnisett, Global Head of Liquor, Tobacco, Confectionery and Souvenirs at ARI said, "At ARI, we are committed to enhancing the travel experience for passengers, and Toblerone Pralines presents an exciting opportunity for us to elevate the airport environment. We are proud to support Mondelez WTR's campaign across Europe, creating dynamic experiences for travelers to bring a little joy to their journey."