

Mondelez WTR unveils Toblerone "Sense of Place" activation at ZRH



The campaign took place throughout the month of August in partnership with Dufry to celebrate Swiss National Day

Mondelez World Travel Retail celebrated Swiss National Day (August 1), with a dedicated Toblerone "Sense of Place" activation at Zurich Airport in partnership with Dufry. The display featured Swiss icons and design elements to excite travelers during their journey, delivering a unique experience while showcasing Mondelez WTR's winning portfolio. The activation was unveiled on August 1 and on display until the end of the month.

Through sense of place elements, the activation brought local celebrations into the airport environment for passengers to experience. Its bold red and white theme was inspired by Switzerland's flag colors, with hints of Toblerone gold to add a luxe touch.

Cardboard mountains painted a picturesque image of the iconic Swiss landscape, namely the Swiss Alps - one of the key sites that tourists visit while in Switzerland. The central placement of a life-size chairlift nodded to the various winter activities that attract tourists to the country. Most notably, the presence of a large Toblerone bar with "Tobler" written in gold paid homage to the original home and inventor of travel's favorite chocolate bar - Swiss chocolatier, Theodore Tobler.

Travelers looking for a sweet treat or stylish souvenir could shop the Switzerland Sense of Place collection, featuring Toblerone bars and Tinys. The festive Swiss activation was designed to do more

than present a purchase opportunity for travelers. By incorporating an interactive photo opportunity with the strategic placement of the chairlift – where shoppers could sit and snap a picture – Mondelez WTR showcased a unique experience, delivering on its category vision and commitment to growing the confectionery industry. The display provided a postcard-perfect backdrop, giving travelers a bespoke keepsake to commemorate their time in Zurich or their special National Day celebrations.

Mondelez WTR first pioneered "Sense of Place" in confectionery in 2015. In the years since, the category leader has continued to push the envelope to keep the offering fresh and relevant and deliver to evolving consumer tastes. According to a July 2022 study by m1nd-set, 23% of travel retail shoppers choose to gift items that have a local touch, and 18% enjoy exclusive, limited-edition purchases. Mondelez WTR's latest activation promised to please both the customers seeking a local touch in the products they buy, and the emotional brand image seekers with the elements of exclusivity and personalization.

"There is no brand better suited to celebrate Switzerland National Day than Toblerone. After all, this is the country where travel's favorite chocolate bar was invented, so this is a very full circle moment for the brand and for Mondelez WTR. Through this incredible partnership with Dufry, we crafted a campaign that is designed to delight travelers with their favorite Swiss icons, a post-card perfect photo opportunity and of course, we have kept Toblerone as the star of the show. Our sophisticated 'Sense of Place' packaging enhances the campaign and ensures consumers walk away with a special product – unique to the country and commemorative of their travels," says Beatriz de Otto, Head of Consumer Marketing at Mondelez WTR.

"Dufry is dedicated to creating dynamic moments in the airport environment to delight travelers. Our latest partnership with Mondelez WTR stops people in their tracks and invites them to celebrate Swiss heritage at Zurich Airport. We are thrilled with the incredible design of this activation that nods towards the iconic culture and landscape of Switzerland. After all, it is home to Toblerone, a brand that is synonymous with travel," added Philippe Moryl, Global Category Management Head for Confectionery & Food at Dufry.