

Mondelēz WTR launches festive TR exclusive



Mondelez World Travel Retail has launched a Christmas-theme sleeve for Toblerone's 360-gram bars

Mondelez World Travel Retail has launched a new travel retail exclusive Christmas-theme sleeve for Toblerone's 360-gram bars, supported by a number of festive in-store activations and playful digital content. Leveraging Toblerone's status as the iconic gift-of-choice during a key festive gifting period, the campaign is spreading a great dose of festive cheer through consumer engagement and enchanting visuals that capture the spirit of the season.

From November 2022 through January 2023, shoppers across select travel retail locations will have the opportunity to experience the excitement first-hand, with high-profile promotion sites at Dubai DXB, Paris CDG and Václav Havel Airport Prague. The activations showcase the modern, contemporary visual campaign that reimagines the iconic Toblerone triangle as the timeless Christmas tree. The visuals features on Toblerone sleeves, as well as on retail elements and digital displays which serve to signpost the festive gifting opportunity via a range of seasonal icons and

design cues.

Elevating the level of engagement is a Christmas-theme digital game that allows players adopt the role of "Toby" and attempt to catch as many festive icons as possible. Successful players can win a variety of travel-theme prizes in-store including travel pillows and phone rings.

"As an iconic gift in travel retail with such an unmistakable identity, Toblerone has the power to elevate the confectionery category during the key Christmas period. By leveraging this power, in combination with the proven success of the sleeve personalization format and an engaging in-store activation concept, we are supporting our retail partners in fully capitalizing on this major seasonal opportunity.

"We know that travelers are increasingly on the look-out for something original and personalized, and the Toblerone Christmas edition provides an informal, travel exclusive, highly versatile and delicious offering. Merry Christmas from Toblerone, and the Mondelez World Travel Retail team!" Dogus Kezer, Marketing Director at Mondelez WTR.