

# NITR presents disruptive KITKAT activation to celebrate Chinese New Year



Running through January & February, this activation offers a festive twist on KITKAT's VIB (Very Important Break) Lounge

In partnership with Lagardère Travel Retail, Nestlé International Travel Retail (NITR) has unveiled an eye-catching Chinese New Year activation for KITKAT at Singapore Changi Airport Terminal 2. Following a competitive pitch, the confectionery space was secured and offers a festive twist on KITKAT's VIB (Very Important Break) Lounge.

Running throughout January and February, this promotion includes a VIB Lounge interactive display, a KITKAT Senses Dessert Counter sampling station, KITKAT floor graphics and its centrepiece: a disruptive gold on red "moon gate"- shaped feature, which draws attention to a back-wall screen displaying details of Chinese New Year promotional offers & festive messages. The promotional messages of the campaign are re-inforced by the hanging of a Chinese-style banner to highlight an exclusive 20% off select KITKAT products.

Consumer engagement with the activation is encouraged by the VIB Lounge display at the front of the lounge space. Passers-by are invited to "upgrade" by pressing a button to receive a KITKAT-branded lucky red envelope and personify the hashtag #LiveYourBreak through games, music and details of a gift with purchase.

Also making an appearance is the KITKAT London red bus, designed to promote the KITKAT range through a fun selfie-opportunity and digital interactive screen. Those interested can select videos to play and/or write personal messages on the screen.

Stewart Dryburgh, General Manager, NITR, comments: "The bold branding that blends KITKAT red and Chinese New Year gold allows us to stand out in the busy airport environment. We are delighted with 1

this activation, which enabled us to engage consumers in this key retail space in Terminal 2 at the amazing Singapore Changi Airport.

This disruptive campaign is a great example of how NITR is increasing the profile of its number one brand, KITKAT, in travel retail. It also helps to kick start what we are confident will be another successful year for Nestlé ITR, building on our “10 in 10” strategy to double sales of the food & confectionery category to USD\$10B in the next 10 years.”