

Ritter Sport Colourful World of Chocolate activation lands at Frankfurt Airport



The #DiscoverRitterSport promotion tells the brand's carbon neutral certification journey story via touch-sensitive digital screens

[Ritter Sport](#) has selected [Frankfurt Airport](#) as the latest location for its month-long Colourful World of Chocolate activation, which seeks to educate travelers while also celebrating its lovable sloth mascot Don Choco.

Taking place throughout August, the #DiscoverRitterSport promotion has been designed to continue the brand's sustainable campaign message, first launched at Zürich Airport in June. Run in partnership with Media Frankfurt/Frankfurt Airport, the campaign has a two-fold purpose: to build awareness of Ritter Sport's 30-year sustainable brand ethos and to bring an interactive, experiential element to the way travelers discover the brand's travel retail exclusives range.

The designated area in Frankfurt Airport Terminal 2/Non-Schengen features the same eye-catching cocoa tree installation and the Colourful World of Chocolate infotainment tower. Plus, the campaign tells the brand's recent carbon neutral certification journey story via touch-sensitive digital screens.

"At Frankfurt Airport we wanted to further amplify our Colourful World of Chocolate brand activation through the combination of digital advertising and interactive campaign space. This storytelling promotion has been a great way to showcase our sustainability journey and bring our cute sloth mascot Don Choco to life. He is both our brand ambassador and central character for the promotion; 1

by replicating the activation's visual imagery across digital billboards elsewhere in the airport, we can draw attention to the story behind our cocoa farms at El Cacao in Nicaragua," says Kerstin Krüger, Marketing Manager, Ritter Sport.

Like the Zürich activation, the colourful Ritter Sport branded unique chocolate sampling machine attracts consumers with the slogan "What's Your Flavour?" and offers travelers the opportunity to sample and taste Ritter's delicious chocolate using a touchless mechanic. By simply answering a few onscreen questions from Don Choco via their mobile device, the traveler receives their "personalized" chocolate from the touchless vending mechanic.

The promotional period at the airport is supplemented by additional communication including coloramas in highly visible locations, driving customers to the promotion area.