

Travel the world with Lindt's new destination collection



The new Lindt Napolitains World Traveller Collection 360g range

Lindt & Sprüngli Travel Retail is continuing its mission to make passenger journeys more magical with the launch of its new Travel the World campaign.

The promotion will target millennial shoppers with gifts and eye-catching activations during the busy summer holiday period, as new research reveals growing passenger interest for tailored and souvenir products.

The Travel the World campaign will be headlined by the new Lindt Napolitains World Traveller Collection 360g range. The suitcase-style souvenir takes chocolate lovers on a taste journey of the finest Swiss premium chocolate in six popular flavors: Swiss Milk, Hazelnut, Dark, Lindor Milk, Cresta Milk-Crisp and Cresta White-Crisp.

The Lindt Napolitains World Traveller Collection is available in five designs representing top holiday destinations, including the UK, the US, Brazil, Switzerland and Spain, designed to be collector's items. The tins are re-usable.

Lindt & Sprüngli Travel Retail officially launched the first stage of the Travel the World campaign in June at Zurich Airport, the home of Lindt.

The activation includes impactful installations with giant ZRH letters to represent the airport, providing many social media photo and sharing opportunities.

The Lindt Chocolate Boutique at Zurich Airport is also offering customers free samples of Lindt Napolitains chocolates and exclusive Switzerland luggage tags, while the store's interactive Magical Selfie Mirror creates a selfie with different frames to choose from, print out or send digitally.

The campaign will travel to other holiday destinations this year, including São Paulo and Rio de Janeiro in July, London Heathrow, Madrid, Barcelona and Dubai. It will be supported with an influencer and Instagram initiative with the hashtag #LINDTWORLDTRAVELLERCOLLECTION.

The latest research from Lindt & Sprüngli Travel Retail and NPD shows gifting remains one of the primary purchase driver in the confectionery category, with travelers frequently buying exclusive and destination-themed confectionery products as presents and souvenirs.

Peter Zehnder, Head of the Lindt & Sprüngli global duty free division, said: "The summer holiday period traditionally leads to an uptick in confectionery sales, with more people traveling for leisure and looking for unique gifts and souvenirs to take home.

"Our research shows that all-important millennial travelers are increasingly seeking highly personalized gifts that evoke a genuine sense of place. Our latest Travel the World campaign, featuring our ever-popular Lindt Napolitains World Traveller Collection, will enable travel retailers to maximize sales from this trend and drive further growth in the confectionery category."