

# SEIKO commemorates “Day of the Dead” in Dufry Mexico through Duty Free Dynamics re-activation



Described as an “out of the box” event, DFD increased traffic and generated awareness by tapping into the cultural tradition

On November 1, Duty Free Dynamics (DFD) re-activated its SEIKO pop-up shop at Dufry's high-end, luxury brands store, Mexico City International Airport - Terminal 1. To emphasize the re-launch of the pop-up shop, the opening was held on the "Dia de los Muertos", an event greatly celebrated in Mexico. Throughout the happening, SEIKO graciously treated all visitors with "Dead Man's" bread and coffee of their choice in a setting provided by Master Franchisor DFD.

Quoting Monica Martinez, SEIKO Brand Manager at DFD, says: "This launch event was a great way to introduce or re-introduce the SEIKO brand to passengers... It was an experience beyond what the store usually does."

DFD is very proud to announce that this "out of the box" event was a real success and has generated an increase of traffic to the store. Within 8 hours, more than 300 visitors stopped by the pop-up to learn more about SEIKO. Additionally, 200+ breads and coffees of various types were sampled.