

Beluga vodka's instant photo experience begins in Mumbai Airport



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Beluga vodka has installed its new-style branded pop-up using the Caviar Jar concept in Mumbai Airport's Departures zone.

The brand area was installed in March and will be available at the airport until October 2019.

Beluga vodka invites visitors to step in the brand space, relax in the Caviar Lounge zone and receive a complimentary photo shoot in a Caviar Jar chair.

All visitors can get a digital version of the photos sent to their e-mail addresses. A purchase of any Beluga product allows them to have instant-printed photos as a souvenir.

The playful Caviar Jar concept is inspired by Beluga's signature round caviar tins. The experience is designed to explore the refined taste of Beluga and to attract the attention of a younger audience.

The new concept also aims to give Beluga a foothold in the world of gastronomy.

The Mumbai Airport promotion seeks to increase brand awareness and stimulate brand interaction with consumers.

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Indian travelers represent an important segment for Beluga, as they are one of the top buyers of luxury goods after the Chinese. At the same time, the vodka category is increasing in popularity in India.

Branded spaces featuring the Caviar Jar concept have already been activated in the first half 2019 in London, Paris, Frankfurt, Prague, Amsterdam, Bucharest, St Petersburg, Tel Aviv, Beirut, Cancun, Sao Paulo, Rio de Janeiro, Argentina, the US and Hong Kong. The brand reports “great” sales increases in all locations.

Beluga is planning to run the campaign throughout the year in major world airports, in a bid to make the Caviar Jar concept recognizable worldwide.