

Dewar's celebrates Diwali with campaign at 14 airport locations



Dewar's celebrate Diwali at Dubai Airport (DXB)

Bacardi Global Travel Retail is celebrating this Diwali with a major omnichannel campaign from Dewar's, which the company reports has grown at 35% in value Year-Over-Year (IWSR 2021 vs 2020).

The campaign Diwali Deserves Dewar's runs across 14 airport locations in India, the Middle East, Asia Pacific and Europe featuring a range of Dewar's aged whiskies: Dewar's 12 Year Old, Dewar's 15 Year Old and Dewar's 18 Year Old.

Throughout October and November Diwali Deserves Dewar's is live at Delhi, Mumbai, Dubai, Bangalore, Hyderabad, Bangkok, Singapore Changi, Kuala Lumpur, Doha, London Heathrow, Bahrain, Muscat, Abu Dhabi, London Heathrow and London Gatwick airports.

High profile promotional (HPP) areas create a beacon for Dewar's in store with out of home digital screens emphasizing the double ageing process at the heart of all Dewar's whiskies. On shelf is a striking, limited edition Diwali gift presentation, taking its visual cues from traditional Rangoli patterns with a rich color palette to appeal to the Diwali shopper. Rangoli is an art form passed down from

generation to generation with family heirloom designs that welcome wealth and health into the household.

Reflecting the omnichannel strategy that Bacardi is pioneering in the new era of travel retail, digital engagement is a significant play in the campaign. From the point of planning and booking their travel right up to the pre-trip moment, the Diwali consumer is targeted with the Diwali Deserves Dewar's campaign to ensure Dewar's stays top of mind when they are considering which whisky brands to buy during this peak gifting season. Pre-ordering click and collect at airport stores is a key incentive at a time when airports are especially busy with Diwali travelers.



Alexey Babin, Regional Director, IMEA, Bacardi Global Travel Retail

Alexey Babin, Regional Director, IMEA, Bacardi Global Travel Retail said, "Instantly recognizable to the Diwali shopper and synonymous with the season, having these beautiful Rangoli patterns feature on the 2022 limited edition Dewar's Diwali presentation creates an immediate, evocative connection with travelers as a perfect Diwali gift and, importantly, one that is exclusive to travel retail. Progressive and open-minded whisky consumers from emerging markets, especially India, are strongly motivated by the craft involved in the significant age statements of the Dewar's range and by its status as the world's most awarded blended Scotch Whisky.

"Diwali Deserves Dewar's demonstrates the versatility of Dewar's in joining with consumers in celebrating moments that matter across the global cultural calendar. Closely associated with Lakshmi, the goddess of prosperity, and marking the start of the financial year in India, Diwali is the biggest holiday of the year for one of the most significant emerging traveler nationalities."