

# Diageo GTR reveals luxury pop-up at Heathrow T5



The centerpiece of the activation is a bespoke sampling bar, inviting travellers to discover the unparalleled depth of flavor of the world-renowned Johnnie Walker Blue Label; see below for more snaps of the pop-up

Diageo Global Travel is inviting passengers to enter the luxury world of Johnnie Walker Blue Label in a striking new experiential hub at Heathrow, Terminal 5.

The stunning pop-up brings to life the iconic brand's new concept, offering travellers the opportunity to experience this luxury world for themselves in the travel retail space. This exciting new venture will come to life in a series of consumer activations and media campaigns.

Diageo unveiled the first activation at Heathrow T5 alongside partners Dufry, Heathrow Airport and JCDecaux UK.

The centerpiece of the activation is a bespoke sampling bar, inviting travellers to discover the unparalleled depth of flavor of the world-renowned Johnnie Walker Blue Label. Consumers can enjoy the flavors of this transformative liquid through an immersive experience, aided by the LCD display back-wall and surround sound headphones.

The space also features a gifting station, which offers unique, hand-crafted personalization touches, including gift wrapping and personalized luggage tags, positioning Johnnie Walker as the perfect gift, <sup>1</sup>

whether that be for yourself to enjoy responsibly or for a special loved one.

A selection of whiskies from the world's #1 whisky brand in travel retail (IWSR 2019/2020) will also be on display for consumers to explore the full Johnnie Walker luxury portfolio.

The launch of the pop up is supported by an impactful media campaign, which will see Johnnie Walker Blue Label take over high impact screens along the passenger journey in Heathrow T5, encouraging travellers to explore this new brand world of luxury from the point of check in.

This new Johnnie Walker Blue Label space will also be activated in Dubai, Changi and Seoul airports over June and July, all supported by high impact media campaigns.

Additionally, two new Johnnie Walker Shop-In-Shops are set to open in Heathrow T2 and T3 in Summer 2022.

"I would like to thank our partners at Dufry, Heathrow and JCDecaux UK for this collaboration. We are thrilled to start the roll out of this new brand world for Johnnie Walker Blue Label at Heathrow's Terminal 5.

The luxury consumer base in the travel retail industry is a key growth driver for the channel so we're delighted to bring a luxury icon such as Johnnie Walker Blue Label to the table. We understand shoppers expect outstanding service, attention to detail and premium gifting solutions and we have worked closely with our partner agencies at Bulletproof and Circle Square to bring these ambitions to life through the pop-up experience.

Gifting is a key pillar of our pioneering Category Strategy and our commitment to creating a stronger travel retail industry. We're pleased to be able to provide our shoppers with this latest premium gifting service from this much-loved brand," says Nick Cook, General Manager Europe & Americas, Diageo Global Travel.

"This brand-new concept is part of our wider global strategy for Johnnie Walker Blue Label, opening up an electrifying world of disruptive luxury for consumers to experience for themselves.

We are striding forward and engaging with a new generation of whisky drinkers and I'm delighted to see the brand's luxury heritage being brought to life this way. It's important to us shoppers can discover the true depths of flavor this iconic brand has to offer," adds John Williams, Diageo Global Scotch Director.

The activation is now live in the World Duty Free store in Heathrow Terminal 5 until June 19.



