

# Glenmorangie celebrates latest campaign with activation at Madrid Airport



The Glenmorangie pop-up at Adolfo Suárez Madrid-Barajas Airport in Spain

[Moët Hennessy](#) Travel Retail Europe has announced the launch of a series of activations across six airports to support the new [Glenmorangie](#) 'It's Kind of Delicious and Wonderful' campaign.

According to the company, "The first of these vibrantly colorful and highly disruptive activations was created in partnership with Dufry and unveiled at Adolfo Suárez Madrid-Barajas Airport in March 2023 with a remarkable barber shop concept."

Designed in the brand's signature orange color, the pop-up aims to attract a new consumer demographic by targeting a younger generation as well as women whisky lovers. Travelers are encouraged to enjoy a whisky tasting while reading the Glenmorangie magazine to learn more about the Maison and its travel retail exclusive offer: The Accord, The Elementa or The Tribute.

"The centerpiece of the activation is the barber shop station where all whisky lovers are welcome to discover the campaign's philosophy of finding pleasure in life's simple moments and enjoy a self-care experience. Amidst the hectic atmosphere of a crowded airport, the hand or face massage provides a delightful respite, allowing shoppers to relish a moment of tranquility and rejuvenation."

This activation was inspired by one of the scenes from Glenmorangie's 'It's Kind of Delicious and Wonderful' campaign. Launched in December last year, the whisky brand partnered with photographer Miles Aldridge to shoot a technicolor film which now serves as inspiration for the series of activations.

"The broader campaign invites consumers to experience the brand through relaxing at a barber shop, a hot air balloon ride or strolling in a greenhouse. Highlighting the campaign with distinctive activations in travel retail, Moët Hennessy Travel Retail Europe aims to elevate the whisky and luxury categories by offering channel-exclusive activities. Six activations will be rolled out in total, also featuring hot air balloons at Istanbul Airport and greenhouse experiences at Paris Charles de Gaulle Airport, London Heathrow Airport, London Luton Airport, and Edinburgh Airport."

David de Miguel, Global Liquor Category Management Head at Dufry, said, "At Dufry, we are thrilled to collaborate with Moët Hennessy Travel Retail Europe on this exciting project, which brings a fresh and inventive approach to travel retail. We are committed to providing our customers with exceptional and unforgettable experiences, and we believe that Glenmorangie's activation will offer just that."