

Hendrick's Gin launches "unconventional" activation at Schiphol Airport



(L - R): Simon Asmus, Managing Director, Schiphol Airport Retail, Katia Egerter, Regional Manager Global Travel Retail, William Grant & Sons, Adam Green, Regional Director, Europe & Americas Global Travel Retail, William Grant & Sons

With the opening of a Bureau de Change pop-up at Amsterdam Schiphol Airport, [Hendrick's Gin](#) is returning to its unconventional travel retail marketing activations.

In partnership with Gebr. Heinemann., the new Hendrick's Gin experience will run August 1 - September 30 in cooperation with Schiphol Airport Retail, the joint venture between Gebr. Heinemann and Royal Schiphol Group.

Located in the airport's Lounge 1 area, Hendrick's Gin invites the traveler to "Step out of the Conventional" and into the curious world of Hendrick's Gin, where nothing is as it seems and currency is the humble cucumber.

Hendrick's Gin has worked with travel retail shopper marketing specialist HRG to design a pop-up retail space that engages at the earliest stage of the traveler journey and invites guests to exchange cucumber currency for education, experiences and lasting memories.



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"We are delighted to be partnering with Heinemann and Schiphol Airport to bring our marquee experiential activation to life. In a world that is dull and conventional, it is important that we bring back the excitement and delight to our traveling consumers by immersing them in the wonderful World of Hendrick's Gin and our Bureau de Change.

"There will be opportunity to be rewarded in the real world and in the digital one. Our cucumber currency is exchangeable for all kinds of delectables such as superior knowledge and taste experiences that travellers will not find anywhere else.

"Hendrick's Gin is the number one super premium gin in travel retail and growing triple-digit year-on-year as not only the channel recovers, but we continue to see the gin category booming in many markets across the world. With this activation we hope to excite and educate our travelers and encourage shoppers to 'Step out of the Conventional' through our unique experiential marketing. Today consumers are looking to treat themselves, drinking less but better quality, with Hendrick's Gin being the perfect, peculiar, premium brand for that refreshing G&T (with cucumber) moment," says Lindsay Hitzeroth, Head of Customer Marketing Global Travel Retail, William Grant & Sons.

There are three experience exchanges available at the Hendrick's Gin Bureau de Change pop-up.

Once inside, visitors can simply scan the QR codes on proximity advertising or when arriving at the point of sale at the Hendrick's Gin Bureau de Change to claim their cucumber currency - then the fun begins.

The Swap & Sip Parlour offers guests the opportunity to exchange a single cucumber coin to sample a taste sensation.

An immersive video experience showcases Hendrick's liquid credentials, with its odd infusion of rose and cucumber and peculiar mode of creation explained.

Stepping inside Hendrick's Gin Master Distiller Leslie Gracie's taste laboratory, visitors can exchange

another cucumber coin to explore how to try her infusion technique for mixing rose and cucumber and its peculiar mode of creation.

The final brand experience within the pop-up gamifies the Bureau de Change takeaway. The Curious Cucumber Spinner takes center stage near the sampling area and has been created using touch-screen tech with a trio of objectives in mind: to reinforce travelers' knowledge of Hendrick's Gin liquid credentials; to demonstrate the versatility of serve options and dial up taste perceptions; to provide a purchase driver with value added incentive.

Travelers who purchase a bottle of gin will be rewarded with a Hendrick's Field Notes Notebook to take with them on their adventures.

"We expect to see high engagement for this latest pop-up retail concept at Amsterdam Schiphol which carries all the hallmarks of Hendrick's Gin and its unconventional approach to memorable gin experiences within the duty free space. It is a perfect fit for our duty free retail offer, as we always aim to create a spectacular assortment for travellers, surprising them with new product highlights and unexpected activations," adds Jens Peter Peuckert, Director Marketing at Gebr. Heinemann.