

# Penfolds launches underwater-themed activation and digital gifting program at Sydney Airport



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Penfolds has unveiled its underwater-themed activation, "Venture Beyond 2023," at Sydney Airport in partnership with Heinemann Australia. This expedition marks the second instalment in the "Venture Beyond" series and will submerge international travelers at Terminal 1 Departures from October to December, ahead of a global rollout.

The immersive, online-to-offline experience is heightened with the launch of a digital personalization gifting program, supporting Penfolds' ambition to establish itself as the ultimate choice for wine enthusiasts during the holiday period.



### Penfolds Bin 389 Cabernet Shiraz exclusive travel gift pack

Inspired by the limited edition blue colorway of the Penfolds Bin 389 Cabernet Shiraz exclusive travel gift pack, the pop-up transcends the traditional wine shopper's journey by creating unforgettable memories and marking their travel moments. Drawing on these themes of oceanic discovery, the new Penfolds thematic activation invites travelers on a visually compelling journey into the depths of the sea, immersing them in an underwater coral palace adorned with captivating visuals of scuba divers, vibrant coral-like display shelves, and immersive marine ambience infused with the signature Penfolds red hue. These unique visual cues leave an indelible impression and reinforce Penfolds' unwavering commitment to inspiring travelers as a timeless symbol of luxury and innovation.

Embracing the theme of discovery, Penfolds is redefining the art of wine gifting in global travel with the introduction of a new digital gifting program powered by personalization. Upon the purchase of the Penfolds thematic gift pack, shoppers are invited to scan a QR code to create a digital greeting card to share with loved ones featuring a personalizable written or video message, wine information, and the option to sign up to the Penfolds CRM.

Following the launch in Sydney, "Venture Beyond 2023" will also be introduced at key destinations such as Melbourne, Singapore, Vietnam, Dubai, and Hong Kong.





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Kristy Keyte, Chief Marketing Officer at Penfolds, said, "We are proud to unveil our new global thematic 'Venture Beyond 2023' within Sydney Airport. Driven by self-belief and pioneers by nature, Penfolds continues to journey into the unknown, to push boundaries and explore new possibilities. Our latest venture into the deep sea is a testament to this, allowing us to activate our brand values and DNA in unexpected, creative, and consistent ways across global platforms. We extend our gratitude to Heinemann Australia for their support in growing Penfolds in global travel and providing such a strong platform to connect with shoppers on the brand's home soil."

Heinemann Asia Pacific Director for Purchasing (Beauty and Liquor, Tobacco & Confectionery), Ranjith Menon, commented, "We are delighted to partner with Penfolds to bring the 'Venture Beyond 2023' concept to life. This immersive activation elevates the exclusive Penfolds offerings and aligns seamlessly with our commitment to offering unforgettable experiences to travelers. We look forward to seeing travelers engage with the pop-up and dive deeper to explore the Penfolds range in global travel."