

Pernod Ricard GTR and Avolta bring Man U promotion to UK airports



The multi-channel campaign with partners Avolta as World Duty Free and Pernod Ricard Global Travel Retail, which builds on an already existing relationship between Chivas Regal and Manchester United, ensures a seamless consumer interaction with the promotion

Pernod Ricard Global Travel Retail and Avolta have partnered to introduce a new consumer promotion featuring two renowned brands: Chivas Regal and Manchester United Football Club. This promotion is available exclusively at Avolta's extensive World Duty Free locations throughout UK airports.

The partnership is designed to attract additional travel retail customers and boost both foot traffic and conversion rates. Additionally, it is part of a larger digital collaboration between the two companies.

The initiative builds on the existing relationship between Chivas Regal and Manchester United Football Club by giving UK travelers a chance to win tickets to the highly anticipated Manchester United vs. Arsenal game on May 12th at Old Trafford.

The campaign interacts with consumers at various points in their journey, appealing to both whisky enthusiasts and sports fans, and provides an added incentive to engage more closely with the two brands.

From April 10th to April 21st, travelers at UK airports can enter the promotion by purchasing any Chivas Regal product at World Duty Free Stores and scanning their Red by Dufry membership. The campaign includes several participation methods such as an online entry form accessible via QR codes in stores, a dedicated section within the Red By Dufry app, and a targeted email to members who have purchased a Chivas Regal product during the promotional period.

This multi-channel approach ensures a seamless consumer interaction with the promotion. The winner of the tickets will be announced on April 22nd.

Antonio Duva, General Manager EMEA & Pacific at Pernod Ricard, stated, "This exclusive consumer promotion represents an exciting opportunity to engage with a real breadth of travelers and strengthen the bond between two iconic brands; Chivas Regal brand and Manchester United Football Club. By leveraging our strong partnership with Manchester United and our innovative approach to consumer engagement, we aim to create memorable experiences that resonate with travelers throughout their journey. We are committed to delivering seamless and immersive experiences that showcase the diversity of our portfolio and leave a lasting impression on consumers in the UK."

David de Miguel, Global Category Head of Liquor at Avolta, added, "Our mission is to transform the travel experience into a dynamic, engaging journey. Captivating travelers means creating memorable interactions, and we are particularly pleased to be working with our long-time partners to achieve this together in our UK stores where we are sure that the Manchester United Football Club activation with Pernod Ricard will be talked about long after the journey ends."

More information on the campaign can be found at this link: [Shop and save at World Duty Free](#) NOTE: This information is specific to London Heathrow Airport