

ARI celebrates Orthodox Easter in Cyprus

ARI has created a celebratory campaign with in-store activities to celebrate Orthodox Easter, this Sunday 2nd May.

This is an especially important religious holiday for the Cypriots, Greek and Russian passengers who are predominantly making up the current customer base at the airport.

Customers can participate in a socially distanced in-store Easter Egg Hunt, enjoy live music by local violinist Michalis Tserkezou and Panayiotis Meletiou on the bouzouki, and enjoy COVID-safe tastings of local chocolate, sweet treats and much more.



Core messages and associated items for purchase are visible throughout the store

The “Land Sweeter this Easter” campaign’s bright lemon colour and chocolate covered landmarks provide a strong, flexible platform for digital integration both in-store and in pre-travel digital communication. Core messages of value, exclusives and ease of shopping with Shop & Collect are communicated pre-travel and throughout the store.

The disruptive high-impact campaign will greet passengers at the duty-free store entrance with a fifteen-metre digital wall featuring an animated campaign video.

The display directly in front showcases traditional stone Cypriot churches, local foods, “flaune,” a local

cake baked at Easter time, and many beautifully painted eggs. More than 70% of passengers stopping to engage, take photographs and selfies.

George Sergiou, Commercial Manager, Hermes Airports, Cyprus commented: “We are delighted with the Easter promotional display from our partners at CTC-ARI; it is so well executed and demonstrates beautifully our Cypriot local traditions and culture. CTC-ARI continue to positively impact the passengers experience through their creative and engaging promotional campaigns.”



ARI Global Head of Marketing, Laura Toner, says the team at Cyprus Duty Free has elevated the Easter campaign to new heights

Laura Toner, Global Head of Marketing, ARI, said: “At ARI, everything that we do starts with the

customer in mind. While we understand the importance of communicating value through our marcomms, it is also critically important that we bring our unique brand personality to life, and really engage our customers through relevant creative campaigns and memorable experiences.

“The team at Cyprus Duty Free, led by Retail and Marketing Manager Toni McDonald, has really elevated the Easter campaign to new heights. Their passion for creativity knows no bounds. Even with low passenger volumes, they continue to ensure each passenger has the optimal experience,” she added.