

ARI celebrates the joy of giving with seasonal campaign



"The Flight Before Christmas" at Cypress Duty Free

Passengers worldwide are celebrating the festive season with Aer Rianta International (ARI), as part of its holiday campaign, "The Flight Before Christmas."

The holiday campaign is inspired by "the shared magic of gifting" to loved ones – wherever they are in the world. The campaign creative uses a rich seasonal palate of red and gold, some glitter and sparkle and a cast of jolly characters to help customers select the perfect gift this Christmas.

From Dublin to Montréal, Lisbon to Larnaca, passengers are traveling home from all corners of the globe to spend the holiday season with loved ones. The omnichannel campaign aims to engage with customers at all touchpoints on that journey, both in-store and online, highlighting the great range, value and exclusive gifting available.

In-store, "The Flight Before Christmas" is brought to life with bespoke instalments and an increased focus on sustainable and digital formats. ARI's renowned "retailtainment" adds an extra layer of surprise and delight for passengers, bringing a smile to faces of all ages while helping to drive conversion.

E-commerce channels and social media engage passengers ahead of their journey with a blend of clever creative, directional signage and an online gift directory highlighting category heroes, limited editions and travel retail exclusives.

More than 100 pieces of bespoke still and motion content have been created in-house as part of ARI's new social media content strategy. From festive beauty looks, including the latest TikTok-inspired trends, to luxury gifting ideas to craft cocktails, this content aims to directly influence purchase via organic and paid social – and not simply drive awareness.



"The Flight Before Christmas" at Lisbon Duty Free

"Our customers are at the heart of everything we do at ARI and each year we look forward to bringing them something a little extra special for the holiday season. We all have cherished memories of travelling home for Christmas or of seeing a loved one's face light up when we give them a special gift; we want to evoke that same joy for passengers as they shop in our stores or online with 'The Flight Before Christmas' campaign.

"We pride ourselves on superior gifting at ARI all year round, so our customers will always find something special to take with them on their onward journey," says Laura Toner, Global Head of Marketing at ARI.



"The Flight Before Christmas" at The Loop Duty Free Montréal



"The Flight Before Christmas" at The Loop Duty Free Ireland