

ARI offers passengers Halloween treats



ARI Global Head of Marketing Laura Toner describes the Halloween campaign as having “exceptional in-store impact, clever digital animations, and an abundance of retail theater and fun”

Aer Rianta International (ARI) has launched its new global Halloween campaign, focused on “retail theater and fun”.

The campaign, titled “Deals so good they’re scary”, launched at stores across the world this week, including the Cyprus Duty Free store in Larnaca.

The tactical campaign has been developed in line with “ARI’s customer-focused brand personality, to resonate with passengers in a playful way, which ARI anticipates is much needed in the current pandemic environment”.

Campaign imagery is described as high-impact, in line with the mischievous sentiment of Halloween, and includes a range of instant Halloween cues and characters, which are brought to life in-store.

The campaign is integrated across all channels, including digital touchpoints in-store and in pre-travel digital communication.

Cyprus Duty Free customers are greeted by team members dressed in spooky face masks and festive make-up, offering “frighteningly good deals” across the store, ARI said.

In-store energy

The retailer is offering “drop-dead gorgeous” beauty offers across the category with many gwps.

To get into the spirit, savings are also available on spirits, whiskey and a local Cyprian brandy. Confectionery boasts savings of 50% off many brands.

Kypriaka, ARI’s sense-of-place offering, features multi-buy deals on all souvenirs.

Speaking about the new campaign, Laura Toner, Global Head of Marketing at ARI, said: “The team in Cyprus has really delivered on ARI’s global ambition for our new Halloween campaign; with exceptional in-store impact, clever digital animations, and an abundance of retail theater and fun, they have created a truly memorable customer experience.”

ARI completed a major refurbishment of its Larnaca Departures store this year. Toni McDonald, Retail and Marketing Manager, Cyprus Duty Free, said passengers are enjoying the new experience.

“We have nothing but wonderful treats, no tricks, for our customers this Halloween at Larnaca,” she said.

“The execution of our new campaign is superb, and the team has really embraced the opportunity to engage with customers in a more entertaining, but always safe, way. Customers are excited to see our beautiful new store and they are really enjoying the Halloween fun and frolics and the energy in-store.”