

Mondelez WTR scores with Cadbury activation



Cadbury FC's Fan Zone features digital elements including an interactive skills game, a virtual photo call opportunity and laser-printed chocolate bars

Mondelez World Travel Retail (WTR) has teamed up with World Duty Free and London Stansted Airport to kick off a global tour for Cadbury Football Club (FC) in travel retail, bringing football fever to Stansted with crowd-pulling launch activities.

On April 4, English football veteran Harry Redknapp inaugurated the Cadbury FC tour, visiting the activation as part of its official unveiling, attracting large crowds to the Fan Zone.

The Fan Zone features digital elements including an interactive skills game, a virtual photo call opportunity, as well as exclusive laser-printed chocolate bars.

It is completed by a Walk of Fame which includes signed shirts from football superstars Hugo Lloris, Harry Kane and Virgil Van Dijk.

Following Redknapp's visit, British reality TV star Jake Quickenden also stopped by the Stansted activation. He took photos with football fans, challenged travelers to kick-offs to win Cadbury prizes, and shared his experience with his one million followers on Instagram.

Debuting new technology

Dogus Kezer, Marketing Director, Mondelez WTR, said: “Mondelez WTR is constantly looking to bring unique and unforgettable experiences to the channel to excite our traveling consumers. Bringing the first of our Cadbury FC Fan Zone activations to Stansted Airport this year with such an interactive activation, debuting new technology, and featuring the legendary Harry Redknapp and fan favorite, Jake Quickenden.

“This is a major milestone in our digital journey by combining the cutting-edge technology with a money-can’t-buy experience. We are proud to kick off the tour with our long-standing partners at World Duty Free, who truly share our commitment to, and in the joy of ‘delighting travelers’.”

Philippe Moryl, Global Category Management Head - Confectionery, Food, Souvenirs & Toys, Dufry Group, said: “It has been very rewarding to observe so many travelers stopping in their tracks at the sight of the Cadbury FC activation and engage with the many fun digital and football features - it has brought a remarkable atmosphere of excitement to Stansted Airport. Dufry is proud to once again be part of a debut Cadbury digital experience - probably the biggest and most exciting one yet.”

Harry Redknapp, former football manager, added: “If there are two things that people love, it is football and chocolate. It was a real pleasure to be a part of the Cadbury FC experience at Stansted Airport and I was honored to meet and greet all the fans that stopped by on their way to their holidays and have them join me on this exciting Cadbury FC journey.”