

Toblerone plants a sustainable promotion in Dubai



DDF's collaboration with Mondelez WTR contributed over 5,000 trees to the confectionery giant's One Tree Planted initiative during April 2022

Mondelez World Travel Retail (WTR) and Dubai Duty Free (DDF) have staged a Toblerone activation 2

that tapped into increasing consumer demand for sustainable products.

Since October 2021, Mondelez WTR has collaborated with non-profit organization One Tree Planted to help fund the reforestation of the Andes Mountains in South America through Toblerone sales.

Pursuing a localization strategy, Mondelez WTR and DDF celebrated Earth Month by bringing the Toblerone and One Tree Planted campaign to Dubai.

The DDF collaboration contributed over 5,000 trees to the initiative during April 2022. Supported by the campaign sales, Toblerone enjoyed a high double-digit uplift during the activation period versus the same period in 2019, helping to lead the recovery of the category in the region.

Sales of the 360g bars also increased significantly versus 2019 levels, Mondelez WTR said.

The campaign's main activations engaged travelers across Dubai International Airport's Concourse A and D as well as various secondary spaces across all terminals and was supported by digital advertising on Dubai Duty Free's e-commerce and social media pages.

Carlos Granados, Head of Global Sales, at Mondelez WTR, said: "Restoring the confectionery category to growth through close collaboration with our retail partners has remained at the top of our agenda at Mondelez World Travel Retail, and key to our strategy has been demonstrating that we are listening to our traveling consumers' needs.

"Our long-standing partners at Dubai Duty Free have always shared our commitment to the category, and also recognize the importance of sustainability for travelers.

"This achievement underlines the power of Toblerone as an icon in travel retail and a brand with real purpose, but more importantly, what we can achieve through our dedicated partnerships. We're looking forward to seizing more opportunities to drive growth for the channel - together."

Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free, added: "It has been very rewarding to observe the customer response to the Toblerone initiative and the One Tree Planted campaign, which not only welcomes travelers back with a familiar and trusted brand, but supported them in giving back to the environment. We're proud to champion such impactful sustainability initiatives as we enter an era of renewed growth and purpose for travel retail."