

# Mondelez World Travel Retail embraces a digital future

By **Jas Ryat** on September, 28 2018 | Confectionery & Fine Foods



The Toblerone selfie mirror at Dubai International Airport is an example of Mondelez WTR's digital capabilities

Mondelez World Travel Retail (WTR) has embraced digital technologies and to help keep their iconic brands, the confectionery category and the wider industry as relevant and in-tune with shopper needs as possible.

Mondelez WTR's digital strategy is based on three pillars of in-store digital engagement, online communications and e-commerce, and spans across all aspects of the company's Delighting Travelers Category Vision for travel retail.

"Mondelez WTR is taking the lead in creating the differentiation and fun that this channel requires to be as relevant and appealing as possible to shoppers of the future. We're constantly enhancing our campaigns and in-store engagement with digital innovation. This holistic approach to the confectionery category is helping us better interact with Next-Gen travelers, who are highly connected and tech-savvy, with a strong desire for bespoke experiences and shareable moments," explained Ivo Knuesel, Head of Category Planning at Mondelez WTR.



Ivo Knuesel, Head of Category Planning at Mondelez WTR

“Digital transformation is a journey. We have implemented some very successful campaigns enriched with digital components over the last 12 months, and the results give us great encouragement that we are headed in the right direction. Together with our partners, we are determined to seize the clear digital opportunity in travel retail.”

The launch of Toblerone’s popular crunchy almond flavor in tiny format incorporated a range of in-store digital activations resounding the brand’s ‘Who will you share with?’ slogan, while Cadbury brought excitement with an innovative floor projection football game to celebrate its partnership with Premier League. Mondelez WTR’s activations that featured digital in any way have also been supported with online communications throughout the travelers’ journey to increase footfall. The brands’ campaigns effectively leveraged social media - both advertising and partner channels -, geo-targeted advertising with interactive pop-up banners, as well as travel-relevant applications and electronic documents. To cater to shopping at all stages of the journey the company streamlined and enhanced presence for their campaigns on e-commerce platforms through headlining the category or advertising to increase visibility.

Looking to the future, Mondelez WTR is continuing to enhance their digital capabilities and bring new digital solutions to retailer and airport authority partners. Some of these latest digital innovations will be showcased at Mondelez WTR’s stand at the upcoming TFWA World Exhibition in Cannes at Riviera Village, Stand RG5.

The company’s stand has been completely redesigned, upgraded and digitized to reflect Mondelez WTR’s vision for the future. The new interactive exhibition space is experiential, contemporary and fun, infused with exciting new digital features such as the experience room, where visitors can immerse themselves in a computer-generated travel retail shopping environment.

Ivo Knuesel will give a presentation on Mondelez WTR’s digital journey at the Digital Focus Workshop at the TFWA World Exhibition on Tuesday, October 2.