

Mars teams up with DFS to celebrate M&M's Shanghai reopening

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The newly remodeled M&M's World Shanghai will feature new products inspired by China, including items across the travel, stationery, homeware, drinkware and digital accessory categories

In a first for the company, Mars Wrigley Confectionery International Travel Retail is partnering with the Mars Retail Group and leading travel retailer DFS in a customized promotion to celebrate the reopening of its flagship M&M's store in Shanghai, China.

Situated in the Bailian Shimao International Plaza, Nanjing East Road, the Shanghai M&M's Chocolate World first opened in 2014 and remains the only one based in Asia.

To celebrate the store reopening on December 5, Mars Wrigley ITR will be offering all DFS customers traveling to Shanghai from Los Angeles (LAX) and San Francisco (SFO) airports on December 4 (a total of five flights) a special M&M's promotion with an invitation to visit the store on December 5.

Hostesses positioned outside the DFS stores at both airports (LAX TBIT and SFO Terminal A) will be

handing out free pouches of M&M's to passengers, along with a leaflet communicating the Shanghai store opening.

In addition, a coupon offering discounts on M&M's products inside the DFS store provides an additional incentive to drive shop penetration and sales conversion.

While Shanghai passengers cannot be individually targeted, Mars Wrigley and DFS are confident that the majority of relevant consumers can be reached directly through the promotion (which will be timed to coincide with Shanghai flights), while creating a feel-good factor for all.

"This is a significant development for us, working with other Mars Wrigley Confectionery business units and DFS to create a 360-degree promotion that brings travel retail and domestic operations together," said Christophe Bouyé, Sales Director Mars ITR.

"The agreement of DFS to partner with us on this project has enabled us to deliver truly memorable moments for travelers and is evidence of the travel retailer's commitment to providing unique experiences that can be enjoyed by all of its customers."

Mark Sullivan, DFS Group Managing Director North America, commented: "DFS is committed to providing our customers with an airport journey that is enjoyable and memorable. We are delighted to be working with Mars Wrigley ITR and Mars Retail Group on this activation, providing a fun experience for passengers in our airport stores."

The newly remodeled 1,600 square meter Shanghai store features a Great Wall of Chocolate with 167 tubes of M&M's, totaling more than 1 million M&M's in an assortment of milk chocolate, peanut, almond and limited-edition speciality flavors.

With a design inspired by the round, circular shape of M&M's, the Shanghai store features two floors, separated by a color-changing staircase with more than 100 coordinating lanterns.

A personalized printer allows store guests to create and print personalized messages and icons on M&M's chocolate candies, while a Mood Analyzer turns them into an M&M's avatar.

Guests will have the option to share their personal M&M's avatar on social media. The store also has a gift wrapping station and allows mobile payment options via Alipay, WeChat and Apple Pay.