

# **Lindt & Sprüngli Travel Retail welcomes Chinese New Year with LINDT China Brand Ambassador, Xin Zhilei**

By **Jas Ryat** on January, 24 2020 | Confectionery & Fine Foods



Lindt & Sprüngli Travel Retail is bringing more magical moments to passengers for 2020 Chinese New Year, with a new promotional campaign starring actress and LINDT China brand ambassador (巧克力大使 靳智磊), Xin Zhilei.



With leading roles in many blockbuster films including 2018 China box office hit, *Rescue*, Xin Zhilei is one of the country's most successful young actresses. She is a highly popular figure among Chinese millennials, with more than 10.5 million followers on her Weibo social media account.

Xin Zhilei will be the face of LINDT Chinese New Year installations appearing at select airports, downtown stores and Dubai Duty Free stores across the country. The brand ambassador will also feature in a social media & digital campaign, while Dubai Duty Free customers will additionally be

able to take a selfie with a virtual version of the star via the LINDT Magical Selfie Mirror from now until March 2020.

Lindt & Sprüngli Travel Retail will bring further joy to travelers with its stunning selection of festive LINDT gifts for the holiday. On sale now: the Chinese New Year Assorted LINDT Napolitains Carrier Box 500-gram, which is available in a collectable sharing box featuring an eye-catching fireworks design and the 145-gram gift box, liveried in an elegant fireworks motif and filled with Lindt Swiss Masterpieces.

LINDOR Tubes, available in Chinese New Year colors of classic red (LINDOR Milk) & premium gold (LINDOR Milk, Dark, White and Hazelnut), will provide a moment of bliss with the irresistibly smooth-melting LINDOR Balls. Categorized as the most popular and versatile brand of LINDT, LINDOR is growing in popularity among Chinese travelers because it fulfills their need for sharing and self-treat confectionery.

All products in the Chinese New Year range are travel retail exclusive, available across the Asia Pacific region & worldwide and contain no alcohol. The launch will be supported by impactful displays augmented with eclectic animated fireworks, which will be located at key travel sites until February 5.

As the Chinese travel market continues to grow, festive celebrations such as Chinese New Year will provide further opportunities to meet consumer demand for gifting products – the second largest purchase driver in travel retail.

Peter Zehnder, General Manager of Lindt & Sprüngli Travel Retail, states: “We’re delighted to be working with our new LINDT China Brand Ambassador (辛芷蕾), Xin Zhilei on our latest activity celebrating Chinese New Year. As one of China’s leading young actresses, her presence in our new campaign will reinforce the reputation of LINDT as a prestigious global brand and raise awareness among Chinese millennial shoppers.”

