

Mars Wrigley ITR plans disruptive celebration for Chinese New Year

By **Laura Shirk** on January, 21 2020 | Confectionery & Fine Foods



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Mars Wrigley International Travel Retail (MITR) will create & execute a Chinese New Year celebration to remember with a tailor-made campaign to make the most of one of the biggest shopping opportunities of the year.

With the help of widely recognized global brands, combined with exclusive releases and flexible display options, MITR is aiming to interrupt the shopper journey across all of the largest airports in Asia – including Beijing, Singapore, Kuala Lumpur and Bangkok – during the holiday season.

Gifting is the key driver during the season and the Celebrations Casket, which is the company's hero gifting format, will be given an overhaul with a dedicated Chinese New Year sleeve to create the perfect sharing gift for friends and family.

Featuring a collection of the world's most famous chocolate brands, the Celebrations line will be leveraged at the center of the campaign, which will also offer a 360-degree shopper experience and a specially designed Chinese New Year display concept.

Raghav Rekhi, Category Director, MITR, explains: [“Chinese New Year is the world’s largest annual migration, with a sixth of our population celebrating the same festival and millions undertaking long-distance trips to do so.

At Mars Wrigley ITR we recognize that seasons are a key driver of confectionery, as holidays encourage travelers to spend more. The Asian market also offers a unique and exciting opportunity for our sector with excellent potential for growth.

We have crafted an engaging and disruptive campaign, which will catch the attention of shoppers at every stage of their journey, with dedicated products and displays, which reflect both the values of the holiday and the excitement inherent to the confectionery category.

Almost 65% of Chinese shoppers will buy gifts for their loved ones during the Chinese New Year and this represents an unparalleled opportunity to grow the category and drive incremental sales. However, this can only be done by giving products and promotions, which are properly crafted and targeted to meet the wishes and needs of our consumers.”