

NITR takes Nestlé Swiss to new heights with high profile activations

By **Jas Ryat** on September, 26 2019 | Confectionery & Fine Foods



Designed to bring the Nestlé Swiss brand story to life in-store, these new activation designs feature the brand's strapline: 'Be Inspired'

Nestlé International Travel Retail (NITR) is introducing a bold and contemporary activation for its travel retail-exclusive Nestlé Swiss range, designed to increase in-store footfall and provide a fulfilling and enriching experience for both the consumer and retailer.

The inspirational new activations - which feature the Nestlé Swiss brand straplines 'Be inspired' and 'Experience distinctive Swiss chocolate' - were created to reflect the established three main pillars of the Nestlé Swiss brand: Swiss lifestyle, Swiss mountains and Swiss chocolate.

The game-changing initiative, which is flexible in its execution to reflect available store space, has already made its first appearance on Nestlé's home soil at Geneva Airport. Additional early activations are planned for airports in Paris, Rome and Prague.

The centre-piece of the activation, in the larger activation spaces such as Geneva, is a 'chocolate climbing wall', a disruptive prop which features an image of a silhouette climbing a Nestlé Swiss chocolate bar, with fruit and nut props to hold. It is designed to encourage 'selfies' from customers, who can then share the images on Instagram using the phrase 'Be Inspired by #SWISSChocolate'.

The medium-sized activation spaces will use a Nestlé Swiss chocolate bar prop that sits tilted on the side of a gondola. Customers can spin the chocolate cylinder sections to discover four main stories and illustrations. The cylinders return to the chocolate graphic when let go.

The smaller activation spaces use a gold metal framework with slide in graphic stories as the story-telling device. They will be showcased on the NITR stand at TFWA WE next week.

Additional flexible features of the activations include a tasting station, eye-catching stock display architecture and an ice graphic floor sticker.

The new Nestlé Swiss activations feature special gifting elements including gold branded ribbon and personalized gift bags.

Stewart Dryburgh, General Manager, Nestle International Travel Retail says: “These new activation designs showcase our bold new approach to bringing the Nestlé Swiss brand story to life in-store. There has been some terrific creative work done behind the scenes to produce these great new promotional assets and they should help to exponentially grow sales of our premium exclusive to travel retail chocolate brand.”

The travel retail-exclusive Nestlé Swiss portfolio, which was re-launched last year to target millennial travelers, features the Nestlé Swiss Indulgent Tablet range and a variety of related variants.