

# Imperial Brands reaches for more with Davidoff limited editions

By **Jas Ryat** on May, 7 2019 | Spirits & Tobacco



The Davidoff Camera Limited Edition is shaped like a camera to underline the brand's urban lifestyle and heritage value

Imperial Brands will introduce two limited-edition variants for its key cigarette brand Davidoff at this month's TFWA Asia Pacific exhibition (Stand number: C38).

Julia Bauer, Regional Manager Asia Pacific - Global Duty Free & Export, Imperial Brands, who will be attending the Singapore exhibition in her new role, said: "We are very happy to be introducing our new Davidoff Camera Limited Edition as well as the Davidoff Reach QS Purple Mint - two products that are perfectly suited to satisfy travelers' needs and demand in global duty free."

She added that limited editions are "mandatory" for incremental sales volumes, noting that, more importantly, Davidoff Limited Editions prove its premium brand positioning and also retain visibility.

Bauer continued: "How can we attract our Davidoff consumers the most? By emphasizing the global connection with our Davidoff customers and by engaging with them. How can we do this? By offering a Davidoff souvenir."

The Davidoff Camera Limited Edition outer is designed in the shape of a camera to meet the travel theme and to underline the brand's urban city lifestyle and heritage value.

Meanwhile, the new Davidoff Reach line, which is only available as queen-size cigarettes as part of a new format for the cigarette brand, is aimed at "modern and open-minded smokers seeking a progressive brand with modern style and innovative features", Bauer said.

The launch of Reach Purple Mint is the new Crushball initiative for Asia Pacific duty free, which has a strong demand for flavors and unique smoking experiences, she noted.

“These limited editions and new introductions are further examples of our commitment to Global Connections; addressing global and regional consumer needs and meeting developing tobacco trends,” continued Christian Münstermann, Sales and Marketing Director Global Duty Free & Export.

“We have enjoyed exceptional localized success in the past with Davidoff limited editions such as Magnum Elite and so are confident that Reach will be equally on-point. We’re very much looking forward to introducing these new product offers to our customers in Singapore this year.”