

Melbourne Airport executives hail Bombay Sapphire pop-up

By **Jas Ryat** on December, 21 2018 | Spirits & Tobacco



Almost 35,000 social media posts were shared about Bombay Sapphire's Stir Creativity pop-up at Melbourne Airport

Bombay Sapphire's Stir Creativity pop-up at Melbourne Airport in November 2018 delivered significant shopper engagement, according to an executive at the airport authority.

Sherryn Woods, Manager, Corporate Events & Commercial Partnerships, Melbourne Airport, enthused: "I absolutely love it! I can see all the shoppers are having so much fun with it, and the sales team have been fantastic."

Throughout the month, over 6,000 passengers enjoyed participating in the campaign, which extended along their journey from security and through the Dufry store with eight different touch-points, culminating at the mix it bar, backed by a huge digital screen showing live #STIRCREATIVITY uploads from travelers.

These engagement stations were designed to inspire people to explore Bombay Sapphire and its botanicals in pairing with dozens of garnishes, helping consumers to design their own cocktail serve, based on their chosen flavor and sensory combination.

Over 3,000 consumers then went on to the final stage of the campaign, to sample their own recipe, delivering a strong conversion and uplift in sales, Bacardi Global Travel Retail said. Meanwhile, on social media, almost 35,000 posts were shared.

Users of Dufry's Red loyalty program app were offered free access to Plaza Premium Lounges and a free signature Bombay & Tonic with every US\$65 Bombay Sapphire purchase.

Shoppers were also offered the opportunity to redeem a free signature Bombay & Tonic in Melbourne Airport's bars with every purchase over US\$65.

The promotion also extended to leading bars in downtown Melbourne, where consumers could stir their creativity by garnishing their Bombay & Tonic with scented vapors.

Bacardi Global Travel Retail is committed to brand sampling, as Vinay Golikeri, Senior Commercial Director, Bacardi Global Travel Retail, explained: "When consumers are inspired to sample our products, there is a direct correlation with immediate sales and a tangible longer term impact on future sales choices, whether that's in domestic retail or in their choice of drinks in bars and restaurants."

He continued: "Global travel retail is one of the most important strategic brand-building channels for Bacardi brands, and we are committed to delivering more disruptive engagement of this kind, bringing great fun for travelers, sales results for our retail customers and to drive our global brand growth."

The campaign was also a hit with Melbourne Airport Head of Retail Aaron Gupta. "This is by far the most exciting and engaging activation I have ever seen. The whole team has been talking about it," he said.