

Dubai Duty Free teams up with Haribo in joyful campaign



Haribo's yellow Goldbear presents the product range with the assistance of a promoter and invites travelers to play the Haribo jingle on a xylophone

Haribo has teamed up with Dubai Duty Free to stage a "joyful" two-month promotion at Dubai International Airport featuring a cuddly life-size Goldbear, a xylophone, a jingle and a colorful range of products.

The high-profile promotion was launched in Concourse A in Terminal 3 on March 21 and will run until the end of May.

In the spotlight is the extensive range of travel-exclusive Haribo products, including collectible Goldbear-shaped Candy Tins, Goldbear Gift Boxes, a selection of resealable HARIBO pouches and other gifting and sharing packs.

Dancing a lively jig to draw customers into the pop-up store is the yellow Goldbear, who presents the product range with the assistance of a promoter and invites travelers to play the Haribo jingle on a xylophone and hands out mini-bag samples of Goldbears.

Haribo's Marketing Manager Global Travel Retail Elisa Fontana is very satisfied with the first sales results. "We are grateful to the team at Dubai Duty Free who have been very committed partners on this project," she said.

"We are delighted with the results from the first month. Travelers young and old love the Goldbear

and they are excited to have a go at playing the xylophone jingle. Once engaged in the promotion, they are attracted by our colorful travel-exclusive range and the conversion rates so far are great.”