

Mars seeks to create better moments for Singapore visitors



A highlight of Mars ITR's TFWA Asia Pacific stand will be an M&M's photo booth enabling visitors to take instant images

At this year's TFWA Asia Pacific show, Mars Wrigley Confectionery International Travel Retail (Mars ITR) will use its stand to demonstrate how the right products and brands combined with display and activation can significantly boost category sales in the region.

"There are pockets of confectionery excellence within Asia; however, we still see masses of opportunity to build category sales in line with the region's passenger traffic growth. By visiting the Mars ITR stand this year, we hope to give retailers a clear understanding of the various mechanisms to make this possible," said Mars ITR Global Category Director Raghav Rekhi.

The world's leading confectionery brand, M&M's remains the key focus with wallbays, gondolas and display units highlighting best-sellers and new products introduced for 2019. The stand this time will be more interactive than before.

A bespoke M&M's photo booth will enable visitors to take instant images featuring iconic Red and Yellow characters in entertaining poses.

"This is an example of a fun, creative and entertaining activation," said Rekhi. "We know that M&M's is the ideal brand for engaging with travelers and this is just a taster of what we can achieve."

Mars ITR research has shown that in Asia one of the four key reasons for purchase - Celebrate - is particularly important. Some 49% of consumers in Asia cite Celebrate as a main purchasing motivator compared to 37% in other regions.

Targeting adult travelers, the range includes four new fun designs: Fan, Torch, Flip and Funnel, featuring the Red and Yellow characters, and including bags of M&M's Chocolate in various sizes.

New M&M's Salted Caramel 370g and M&M's Mix are aimed at the sharing sector, the second key reason for purchase, and 400g sharing pouches will be on show.

Maltesers is described as a popular sharing brand that's fast-growing in Asia Pacific. Mars ITR will be showcasing its new 60 square centimeter gondola designed to be located in the main confectionery space, near the checkout or even at gate sales areas.

Ideal for impulse sales, the unit can carry a mix of 300g sharing pouches, 440g sharing buckets and 360g gifting boxes.

In Singapore, the stand will include a POS merchandising unit stocked with a variety of items including Mars ITR's best-selling gum Extra, which meets the Recharge need.

Buyers can also view redesigned packaging for M&M's, Snickers, Maltesers and Celebrations being introduced throughout the year to reinforce the travel retail exclusive advantage and highlighting updated brand logos.