

Mondelez scores with Cadbury at Birmingham Airport



Travelers pose virtually with world-class football players in the Cadbury Football Club dugout at Birmingham Airport

Mondelez World Travel Retail (WTR) and World Duty Free have brought Cadbury's partnership with the Big Six football teams to life with a new digital football-themed activation at Birmingham Airport in the UK.

The Cadbury Football Club dugout combines the universal love of chocolate with the universal love of football, pairing the British chocolate brand with the top six teams in the English Premier League.

Launched in September, the activation features an interactive photo booth opportunity to pose virtually with world-class football players from Arsenal, Chelsea, Manchester City, Manchester United and Tottenham Hotspur, as well as a bespoke Cadbury FC team.

Travelers can personalize their photo by choosing the teams and players. The dugout includes a giant digital screen, immersing traveling shoppers in the football theme with the players appearing life-

sized alongside them.

The activation concept is exclusive to travel retail and the latest digital innovation from the confectionery category leader. The design of the activation means that it can easily be adapted and updated with new players throughout the season, keeping it relevant and exciting for travelers.

Carlos Granados, Head of Global Sales at Mondelez WTR, said: “From the Premier League to the top six football clubs, our Cadbury partnerships consistently deliver some of Mondelez WTR’s most exciting digital activations. These kinds of activations truly capture the power of partnership – when such widely celebrated brands join forces, remarkable things can happen, and we’re proud to debut this exciting concept with our great partners at World Duty Free and Birmingham Airport.

“Mondelez WTR is committed to returning the confectionery category to growth through fun, innovative and engaging digital experiences, as underlined by our Delighting Travelers category vision.”

Philippe Moryl, Global Category Management Head – Confectionery, Food, Souvenirs & Toys, Dufry Group, said: “We are thrilled to once again partner with Mondelez WTR to bring such a fun and engaging experience to shoppers in our World Duty Free store. The interactive football-themed activation has been stopping travelers in their tracks and driving footfall, with very encouraging early results for Cadbury.”