

# 'Share a Golden Greeting': Ferrero Rocher adds a sparkle to Dubai and Abu Dhabi airports



'Share a Golden Greeting': Ferrero Rocher hits the spotlight at Dubai International Airport

Ferrero Rocher is inviting traveling shoppers at airports in Abu Dhabi and Dubai to 'Share a Golden Greeting' with their friends and loved ones this holiday season.

The popular brand has already established itself as the perfect gift for a celebration and Ferrero Travel Market has created a dedicated platform which allows shoppers to share personalized animated greeting cards with their loved ones. Customers also stand the chance of winning a T96 pyramid dome of Ferrero Rocher pralines.

Activations will be held in collaboration with Dubai International Airport and Abu Dhabi

International Airport running through March and April, during the key travel seasons around the Ramadan and Eid holidays.



Ferrero Rocher's golden campaign features at Abu Dhabi International Airport

Dedicated activation spaces will be set up at Dubai International Airport Terminal 3 Concourse A and Abu Dhabi International Airport Terminal A Flagship Store. Each location will feature the striking gold decorations of the iconic Ferrero Rocher brand in an eye-catching space. Visitors can scan a QR code, which takes them to a dedicated digital greetings platform, where they can create personalized and animated greetings cards.

In Dubai Airport, shoppers will be able to participate in a contest and have the chance to win a giant 96-piece pyramid of Ferrero Rocher. Every traveler that shares a Golden Greeting and purchases a Ferrero product can simply upload the purchase receipt onto the platform to be considered for the draw.

Sergio Salvagno, General Manager Ferrero Travel Market, said, "We are thrilled to be bringing our Share a Golden Greeting campaign to shoppers in Abu Dhabi and Dubai. Gifting and sharing special moments are a central part of the Ferrero Travel Market offer, and especially our beloved Ferrero Rocher brand. This activation will help to drive engagement and footfall for our retail partners, while

creating special and memorable moments for our customers.”

The activation runs at Dubai Airport from April 1 until April 30 and in Abu Dhabi from March 1 until April 30.