

The future looks scrumptious for Mondelez World Travel Retail's biscuits roadmap



Travelers challenge one another in a digital Cadbury vs. Oreo air hockey game at London Stansted Airport

Mondelez World Travel Retail (WTR) is building on its biscuits momentum with a fun and interactive activation at London Stansted Airport.

The campaign celebrates the launch of the new travel retail exclusive Cadbury Biscuits collection. The featured digital Cadbury vs. Oreo air hockey game invites travelers to answer the question “Which side are you on?”.

Playing on a digital screen using virtual biscuit strikers to propel the puck, shoppers can choose to compete with the world’s favorite cookie, Oreo, or try their luck with one of the new Cadbury biscuits. Following their match, players can take a winner’s selfie using the digital photo box, which can then be shared on social media.

The activation marks the launch of the Cadbury Biscuits Collection in the channel with three travel retail exclusive pouches: Nibbly Fingers; Break Bar; and Roundie.

Nibbly Fingers (320g) contains eight bags of crisp mini-biscuits, dipped in Cadbury Dairy Milk chocolate. The Break Bar pouch (364g) comprises 14 biscuit bars, available in two flavors – plain

biscuit and chocolate biscuit – filled with hazelnut flavor, with one side coated in Cadbury Dairy Milk. The Roundie pouch (360g) includes 12 wafer rounds covered in Cadbury Dairy Milk chocolate.

Dedicated brand ambassadors offer samples of the new Cadbury biscuits and Oreo cookies.

The latest activation under the Biscuit Bakery concept follows the successful launch of Mondelez WTR's roadmap to establish the biscuit category in travel retail and generate incremental revenue.

Mondelez WTR's Category Marketing Manager, Irina Tarabanko, said: "Buoyed by the success of Milka biscuits and the increase in dedicated biscuits space across the channel, we feel reassured in this segment's potential as a powerful growth driver. We're right on track with our roadmap; we've extended our portfolio with delicious new collections, signposted and branded the category, and implemented engaging promotions. The future looks scrumptious."

Tarabanko continued: "It's been rewarding to see both travelers and retailers react to our biscuits offerings with such enthusiasm. We're grateful to be launching this exciting activation with a fantastic partner like the Dufry Group at London Stansted Airport, a busy airport full of Cadbury-loving travelers."

Biscuit Bakery activations will run at London Stansted Airport throughout May, London Heathrow Airport in June and London Luton Airport in August, followed by other locations worldwide.

Mondelez WTR showcased the new Cadbury Biscuits Collection and other 2019 launches at last week's TFWA Asia Pacific show in Singapore.