

Toblerone targets new generation with digital campaign



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French micro-influencer Valéry Escande posts the Toblerone 360g bar on Instagram

Mondelez World Travel Retail (WTR) unleashed a digital campaign for its flagship confectionery product Toblerone to connect with a new generation of travelers over the key gifting period between October and February.

Collaborating with influencers in select European markets using the hashtag [#TravelisBack](#), the confectionery category leader positioned Toblerone as a nostalgic symbol of travel, hoping to reignite the joy of travel in seasoned travelers while also engaging younger travelers through social media.

Turkish micro-influencer Öykü Yalçın featured Toblerone front-and-center during her visit to Colmar, France over December, creating a whimsical winter wonderland video reel for social media platform Instagram that was viewed 106,963 times. The reel was supported by a series of Instagram stories that reached 34 400 impressions.

The video enjoyed high engagement with Öykü's followers. One user commented: "This chocolate takes me back to my childhood times. We used to wait for people to bring it back from their travels", with another adding: "I don't think of travel without Toblerone."

French micro-influencer Valéry Escande's followers echoed similar sentiments when he posted the Toblerone 360g bar on Instagram with the caption "It is tradition in my family to bring [Toblerone] whenever I travel – what is your holiday tradition?". Users responded with "Of course, we love it, and mom bought it for me," as well as "Same tradition here!".

The influencer collaborations were supported by a social media advertising campaign that ran across Facebook and Instagram, geotargeted to airports in London, Istanbul, Amsterdam, Munich, Copenhagen, Milan, Frankfurt, Prague and the Canary Islands.

Posing the question: "What does being able to travel again mean for you?", the posts were supported by bold, colorful visuals of the triangular chocolate.

Dogus Kezer, Marketing Director at Mondelez WTR, said: "Toblerone is the number one chocolate brand in duty free, and the 360g bar has long been synonymous with travel for many consumers across the globe. Being able to gift a Toblerone again has been a great reminder for many that travel is back.

"Digital is one of the core pillars of our travel retail business; this ever-evolving playing field offers so many fresh opportunities for engagement and through campaigns like #TravelisBack, we aim to deliver purposeful and authentic storytelling to connect with a new generation of traveling consumers in a meaningful way."