

Aperol invests in vibrant Hong Kong Airport campaign



A traveler captures her Aperol moment against a range of digital photo backdrops for instant sharing with friends

Campari Global Travel Retail partnered with Lagardère and Duty Zero by China Duty Free in a two-month campaign for the Aperol aperitif brand at Hong Kong International Airport (HKIA).

The campaign, running throughout January and February, aimed to bring to life the fun, vibrancy and stand-out appeal of the orange-colored Aperol Spritz cocktail.

Aperol is bringing its 'orange wave' to iconic locations including HKIA, connecting with a wide demographic of travelers to create a joyful and lasting impression, Campari said.

Aperol is the fastest-growing international aperitif in global travel retail with double-digit growth, it added.

HKIA is a strategic location and key business partner to deliver this campaign. Hong Kong is an early adopter of Aperol in Asia, through its collaborations with leading Italian restaurants, bars, events organizers and the ever-popular weekend boat parties.

The Aperol airport bar is prominently located in the Duty Zero Departures store and attracts around

40,000 travelers a day with about 10% sampling the Aperol Spritz.

The airport campaign is designed to engage existing fans and also to recruit new Asian millennial consumers. The concept of the aperitif occasion, as the first drink of the evening, is the latest lifestyle discovery for this Asian target audience, who are keen to explore new, international social drinking occasions to enjoy with friends and share via social media, Campari explained.

In-store, travelers can capture their Aperol moment against a range of digital photo backdrops for instant sharing with friends.

A digital touch table aims to educate consumers about the brand's relevance to a global lifestyle, its craft and heritage.

Charles Roullet, Marketing Director Global Travel Retail, Campari Group, said: "The level of increased sampling, sales and social media sharing we are seeing via HKIA demonstrates how positively consumers are responding to the Aperol campaign. Our focus is to bring to life the appeal of Aperol as the perfect drink of choice to share during those many Asian social occasions, both indoors and out."

Scott Hamilton, Head of Liquor Category Management, Lagardère Travel Retail Hong Kong, added: "We are very happy with the execution and activation that Campari has provided for the Aperol Spritz bar over the last promotion period at HKIA. We have seen a fantastic amount of product served and more importantly the sales uplift delivered as customers have engaged with the bar staff to learn how to serve the perfect Aperol Spritz and also capture the moment on social media via our photo booth application."