

Grey Goose holiday campaign lights up JFK Terminal 4



The huge Grey Goose Ferris wheel included 700 light bulbs, designed to create a warm atmosphere in New York JFK T4

The Grey Goose Winter Marché holiday campaign at New York JFK Airport delivered a strong set of brand-building and shopper engagement results, new figures reveal.

The vodka brand's campaign ran throughout December 2018 and over the New Year holiday in Terminal 4.

Around 30,000 consumers engaged directly with the campaign, Bacardi Global Travel Retail said.

Social media activity, led by partnering with a small group of professional social influencers, reached 8.1 million potential impressions, and 80% of people said the stand had a positive influence on their opinion of Grey Goose.

Travelers could purchase seasonal offerings from Grey Goose and also sip on innovative cocktails.

Some of New York City's most talented bartenders took part in special guest sessions, including: Jillian Vose of Dead Rabbit, Evan Hawkins of Broken Shaker, Liana Oster of Dante, and Channing Centeno of Otis.

The central focus of the campaign was a huge illuminated Ferris wheel positioned in the middle of the terminal, featuring interactive mini chalets which travelers opened to discover and photograph Grey Goose holiday cocktail recipes to recreate at home.

An interactive photo booth made it easy to share pictures on social media.

Shoppers purchasing the limited-edition holiday gift tin – featuring magnetized letter tiles to personalize their own gift message – were presented with a key to open a hidden compartment in the chalet, revealing a gift.

The gift tin was said to be a very popular purchase, with some people choosing to break the news of their engagement to friends and family by spelling out their own special message.

Geoff Biggs, Regional Director Americas, Bacardi Global Travel Retail, said: “These positive results demonstrate how we used the Grey Goose Winter Marché to connect with our target consumers as a timely brand-building exercise, working with a team of social media influencers to extend the reach beyond travel retail.

"Consumers responded positively to the campaign's powerful call to action, combining their surprise and delight at finding a 12-foot high illuminated Ferris wheel in front of them in the terminal, coupled with the intriguing appeal of Grey Goose vodka as the perfect spirit to enjoy in seasonal cocktails, served right there before their flight or as take-away inspiration for home cocktail-making."

The Ferris wheel included 700 light bulbs, designed to create a warm, celebratory atmosphere in the terminal.