

Ritter Sport x Dufry debut new activation at Zürich Airport



The #DiscoverRitterSport promotion has been designed to build awareness of Ritter Sport's 30+ years sustainable brand ethos and highlight the superior quality of its TR exclusive range



TR-Promotion QR Code

Ritter Sport has partnered with Dufry and Zürich Airport for a month-long Colourful World of Chocolate activation, featuring its lovable sloth mascot, Don Choco.

Taking place this month, the #DiscoverRitterSport promotion has been designed to build awareness of Ritter Sport's 30+ years sustainable brand ethos and highlight the superior quality of its TR exclusive range. Offering both educational and entertaining touchless elements, the promotion is divided into two key parts: sustainability and taste.

The centerpiece is a cocoa tree complete with fruit, symbolizing [Ritter Sport's](#) sustainability credentials, with "infotainment" content that aims to share the brand's recent carbon neutral certification journey. Ritter Sport stands for and maintains these credentials through its own Nicaraguan cocoa farm El Cacao, which the company has owned since 2012.

Integrated digital screens promote Ritter Sport's steps toward carbon neutrality via the "incredible journey of Don Choco" with QR codes and links to further online information. Ritter Sport Travel Retail wants to highlight the brand's carbon neutral ethos, as it is the most relevant in terms of sustainability for a global consumer and travel shopper audience, particularly in the context of air travel. Don Choco's presence telegraphs how El Cacao's biodiversity provides a home for sloths, as well as many other animals.

The second element is to help promote the "Taste Colourful Ritter Sport Chocolate" campaign messaging, following the successful design and packaging re-launch of its TR exclusive range in 2021. The company's chocolate sampling machine attracts consumers with the slogan "What's Your Flavour?" and provides travelers the opportunity to sample Ritter's delicious chocolate using a touchless mechanic. By simply answering a few onscreen questions from Don Choco via their mobile device, travelers receive their preferred chocolate from the touchless vending mechanic.

"We are thrilled to bring such a fun and informative shopping experience to our customers at Zürich Airport. This promotional activity perfectly reflects our own ambitions and the standards we want to set with regard to customer engagement. We encourage our brand partners to develop creative ways such as this to help promote their brands and products and to also accompany our customers along their journey, using the different digital touchpoints we have both on and off site.

"Based on initial customer feedback we are looking forward to continuing to develop comprehensive campaigns such as these with our local and global brand partners. I would like to sincerely thank both the Ritter Sport and the Zurich Airport teams for their support and commitment to help make this creative promotion happen," explains Philippe Moryl, Global Category Head of Confectionery, Dufry.

The #DiscoverRitterSport promotion has been designed in collaboration with Bluedog Promotions and following the four week promotion at Zürich airport will move to Frankfurt Airport, Non-Schengen in partnership with Frankfurt Media/FFM Airport during August. The promotion periods at the airports are supplemented by additional communication at the airports – coloramas, digital e-flight panels and by price offers in different shops.

"This is a significant investment for Ritter Sport and we have worked very hard to bring together the key elements that the company stands for, notably the 30 years of sustainability that is embedded within the DNA of our brand and the quality of our chocolate, which uses only the very best ingredients.

"While we are rolling out the activation in two key airports during 2022, our plan is to add 2-3 other key locations for the concept in 2023, as we want to use this concept exclusively for the particular month in a specific location," adds Jan Pasold, Managing Director, Travel Retail, Ritter Sport.