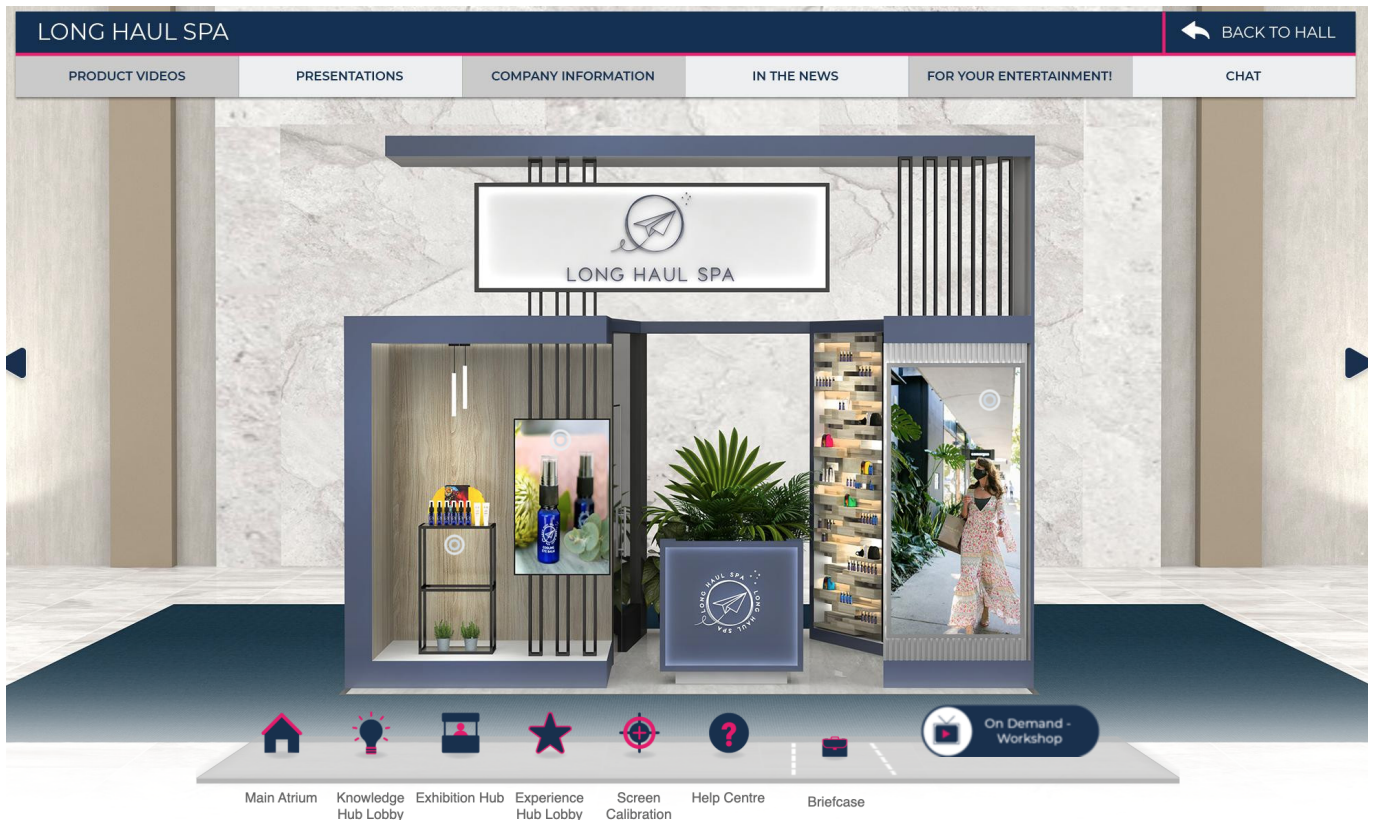


# Surprise finale in QDF Factor competition



The Sella sisters' #cleanvibesonly philosophy helped them win first place in the inaugural QDF Factor competition



Long Haul Spa Luxury PPE kits have turned a challenging time into an opportunity, with products made in Australia and New Zealand that make the user feel pampered

One of the highlights of the Virtual Travel Retail Expo was the QDF Factor competition: “An unprecedented initiative to encourage and champion creativity at a time when travel retail needs it most.”

The QDF Factor competition, which was put on as a partnership between Qatar Duty Free and *The Moodie Davitt Report*, was open to all brands and concepts, inside or outside the travel retail channel. The top prize offered was a complimentary six-month listing and high-profile promotion at Qatar Duty Free in Hamad International Airport, Doha, as well as a six-month US\$50,000 multi-media advertising campaign with *The Moodie Davitt Report*. This offered an incredible opportunity to smaller brands.

Entrants were judged based on the following criteria:

**Innovation:** What does this product or concept offer that is unique, stands out from its competitors, and creates a talking point for retailer and consumer alike? What is its USP?

**CSR** - what additional social credentials does your product offer?

**Presentation:** What is compelling about the packaging? What makes it stand out on shelf?

**Commercial viability:** Who is your product targeted at? What makes it a winner? What is your pricing policy and (going forward) marketing approach?

**Overall quality:** Tell us about the R&D that went into your product, the quality of its ingredients/components.

On the final day of the Virtual Travel Retail Expo, the winner was announced ... as two winners! Long Haul Spa and Make Sure were named as the joint grand prize winners of The QDF Factor, while ethical

jewellery brand Article 22 was named as the third-place runner-up.

Both winners Long Haul Spa and Make Sure will receive the six-month listing and high-profile promotion at Qatar Duty Free in Doha, along with a US\$50,000 multi-media advertising campaign with *The Moodie Davitt Report*, including a dedicated eZine.

Article 22 will also receive a promotion at Qatar Duty Free in addition to a US\$25,000 multi-media advertising campaign with *The Moodie Davitt Report*.

All ten finalists will receive a six-month listing at Qatar Duty Free. This was announced by Qatar Airways Group Chief Executive His Excellency Akbar Al Baker on the first day of the Virtual Travel Retail Expo, long after the competition had closed.

All finalists will also enjoy a complimentary double-page spread in an upcoming Moodie Davitt Report post-expo issue.

The ten finalists were:

1. Long Haul SPA inflight travel kits
2. Make Sure hand sanitiser gel
3. Article 22: Jewellery handmade from bomb scrap in Laos
4. The Perfumist Pro application (by Big Data Solution)
5. The Dalmore Ensemble Collection by Whyte & Mackay
6. Caribbean Expedition Cognac by Camus
7. Somrus Cream Liqueur
8. Cihuatán Rum
9. Suqqu make up and skin care
10. Kind Bags: made from 100% recycled plastic bottles

As reported by *The Moodie Davitt Report* after the event, Qatar Duty Free Vice President of Operations Thabet Musleh said, “We are beyond humbled by The QDF Factor journey. What this competition demonstrated is that travel retail really is the perfect shop window for innovation. We heard a lot about digital and ecommerce this week, but let’s not forget about the physical retail space where customers can touch, feel and really experience products. That’s what the industry is all about.”



Innovative company Article 22 clearly helps make the world a better place as it uses the remains of war and turns it shrapnel and bombs into beautiful jewelry