

# Nestlé's Digitally Connected Shopper campaign for KitKat delivers 22 million impressions



In December, Dubai International was back to 100% capacity; Nestlé took advantage of this increased opportunity to partner with Dubai Airports, Dubai Duty Free and JCDecaux, bringing increased brand awareness throughout the traveler journey through the airport

Nestlé International Travel Retail (NITR) recently launched a KitKat branding initiative to engage with consumers before they enter the store.

The idea behind this initiative was based on mind-set research, which highlights that 55% of decisions to purchase a category are made before travellers enter the store.

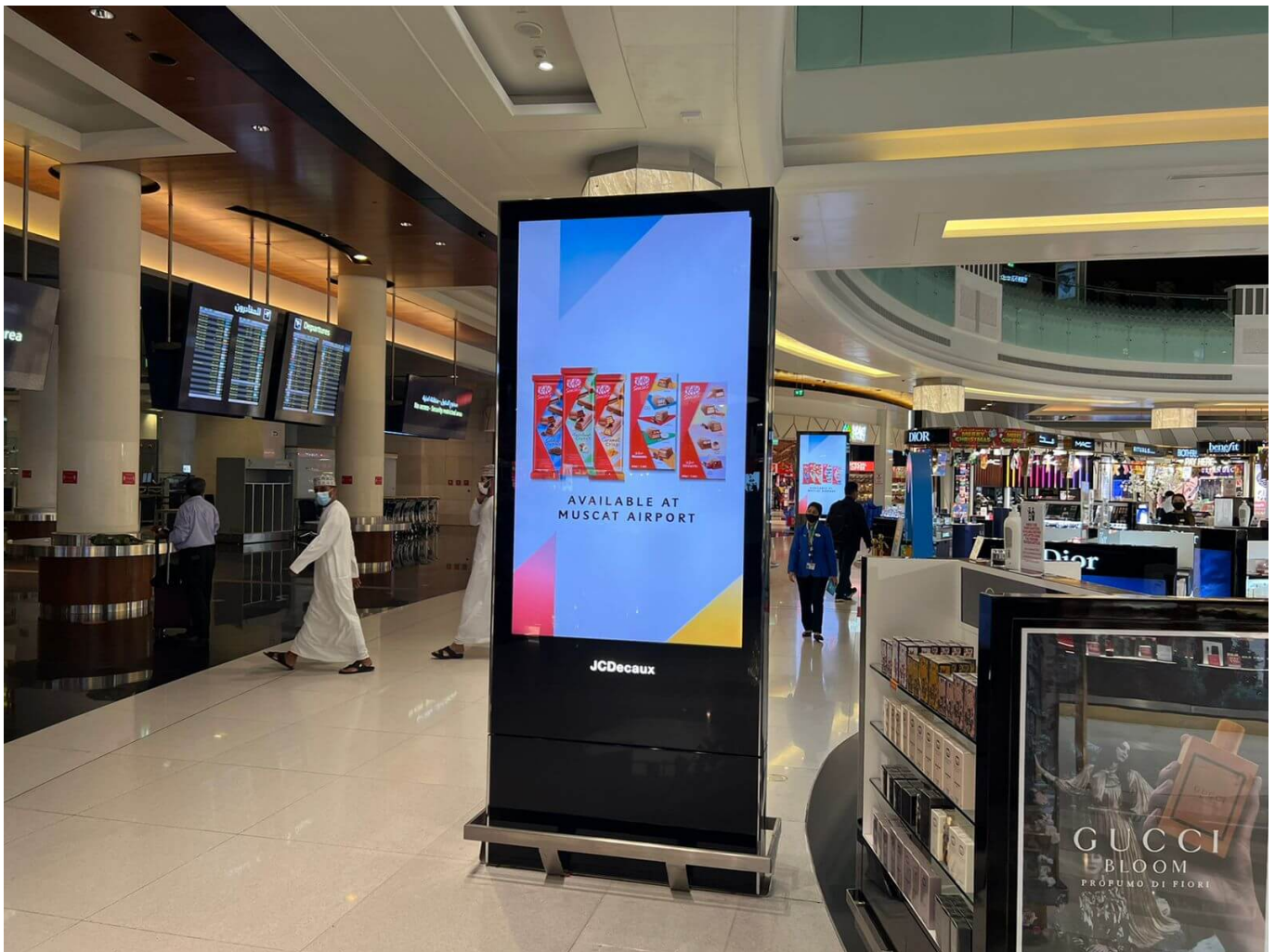
Nestlé's "Digitally Connected Shopper" campaign was about extending the shopper's journey, creating greater brand awareness, and deepening engagement as travelers pass through the airport.

The KitKat campaign launched in Dubai, Madrid and Hainan, and ran through December 2021 and January 2022.

Slogans such as "Cele'break New Year - Discover KitKat at Dubai Airport" and "Boarding - your ticket to an exclusive KitKat experience" targeted travelers pre-trip, in-trip and during travel.

In partnership with Dubai Airports, Dubai Duty Free and JCDecaux, Nestlé maximized the campaign's

impact to travelers at Dubai airport, using 177 digital screens strategically located before departures and at points of sale to influence passengers and trigger purchases in Concourse A (Terminal 3) and Concourse D (Terminal 1).



Messaging such as this one in Muscat helped the campaign to achieve a 1000% increase in website sessions

The 360-degree communication at Dubai including digital and in-store/in airport communication to deliver a maximum impact in driving sales and brand awareness during the day of the trip.

In Hainan, the messaging showed a KitKat character traveling from a winter climate into a tropical one, showcasing the idea of traveling south in China.

Says Nestlé ITR general manager Stewart Dryburgh: "This campaign was designed to extend KitKat's digital brand awareness among returning global travellers. We wanted to celebrate the whole passenger journey at the airport with seasonal branded communications to drive traffic into our retail locations. Our goal was to increase and drive sufficient brand awareness and consideration, on top of our direct customer communication, especially in the case of an impulse category, such as confectionery.

The KitKat campaign represents a new stage in digital marketing, ramping up the targeting of travelers across three key stages of trip duration.

**Pre-trip:**drive awareness in a fun and engaged way on the brand availability at the passenger's visited airport.

**Day of the trip:**drive awareness, consideration and purchase of KitKat Senses; a way to remind passengers of of KitKat exclusive product availability at their visited airport.

**During vacation:**remind travellers of KitKat exclusive product availability at their visited airport once back from vacation with a focused communication on sharing / gifting.

The success of the campaign is shown in the numbers: “We saw strong click through rates across all formats - meeting or exceeding our target benchmarks for the campaign. The focus on digital engagement was paramount, so we were pleased to see a 1000% increase in website sessions for December vs the year average,” says Tamara Spada, Marketing Manager of Nestlé ITR. Whilst the Covid crisis meant comparable sales levels were more challenging to measure, there was also a notable and beneficial increase in brand sales in all three locations.