

Pernod Ricard GTR unveils 3D interactive experience



The Kingdom Club has been developed exclusively for the duty free channel to encourage shoppers to buy online

Pernod Ricard Global Travel Retail (PR GTR) has launched a new virtual experience for duty free shoppers. The Kingdom Club, an online portal, transports visitors into a visually enchanting fantasy world where they can discover [Royal Salute's](#) blends and ranges, purchase gifts and unlock cocktail recipes.

Shoppers can explore three themed rooms – The Secret Bar, The Club Gallery and The Kingdom Vault – to become immersed in Royal Salute's world and learn more about its 21-YO The Signature Blend or 25-YO travel exclusive The Treasured Blend, as well as a number of limited editions.

The immersive experience has been developed exclusively for the duty free channel and customized with key retail partners. Launched in April 2022, in partnership with Lotte Korea, it will next launch this month with the support of Changi Airport Group – with others to follow.

Orders can be placed via The Kingdom Club and will be available for shoppers to collect upon arrival at the airport.

"The shopper journey starts long before a traveller arrives at the airport. Pre-trip digital discovery is playing an increasingly influential role in the airport retail shopping journey, with a 5% rise in travellers expected to purchase alcohol online in the channel compared to pre-pandemic levels.

"We're really excited to be launching this experience with Royal Salute, which brings the brand and its expressions to life for the shopper, to inspire them to continue their journey by visiting immersive activations once they are in store," comments, Liya Zhang, Vice President of Marketing, PR GTR

"I'm excited that Lotte has worked so closely with Pernod Ricard to come up with such a strong digital virtual experience for Royal Salute – the very first in the travel retail market. As Lotte Duty Free continues to drive enhanced digital experiences for our customers, we look forward to keeping the

momentum going on future digital projects with Pernod Ricard,” adds SK Lee, Vice President & Head of Merchandising Group, Lotte Duty Free.