

ARI launches global festive campaign: “Light Up Their Holidays”



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Aer Rianta International has launched its new holiday campaign at stores worldwide. The campaign, “Light Up Their Holidays” or “Light up Their Christmats”, is one of many campaigns included in the exciting new suite of global marketing communications developed this year.

“This year, the act of gift shopping is somewhat more poignant; gifts will be given in person after long periods apart, some gifts will be given from a distance or virtually, but for the gift-giver, it is a very special opportunity to light up a loved ones Christmas – it is this spirit, that we have brought to life within our physical and online stores,” says Laura Toner, Global Head of Marketing, ARI.

The concept evokes a joyous, gift-giving mood through its bright colors and playful characters, which provide a strong, flexible platform for digital integration across e-commerce platforms in pre-travel digital communication and digital touchpoints in-store.

Core message pillars of value and ease of shopping including gift wrapping stations, Shop & Collect and Click & Collect are communicated in high-impact formats across ARI’s estate.

The global campaign delivers the flexibility required for each market to communicate this festive season in a relevant, meaningful way for their local customers and to also ensure that local sentiment

and the passenger mindset is considered.

The Loop Duty Free at YUL International Airport Montreal are one of the many stores to introduce "Light up their Holidays

"We are very pleased to bring this amazing holiday campaign to our passengers. Many people are traveling to see their loved ones for the first time after many months apart, so it is important to bring some positive spirit to our passengers. We may not have the volume of passengers we would normally have over this holiday period; however, it is very important that we have a quality-focused, feel good campaign, including great promotions and value offers, which they have come to expect from us," adds Jackie McDonagh, General Manager, ARI North America.