

ARI lights up the holiday season with fun campaign



ARI highlights travel retail exclusives, limited edition products and fantastic savings in its “Light up their Christmas” campaign in Cyprus

Aer Rianta International (ARI) has unveiled its global Christmas campaign “Light up their Christmas” or “Light up their Holidays”.

This year’s campaign pays homage to the traditional nostalgia of Christmas and customers will be treated to curated gifting destinations throughout each store draped in red and gold colorways.

Rudolf the reindeer takes center stage this year and along with his friends will spotlight gifting solutions with their lit-up antlers and shiny red noses.

Throughout the stores in Bahrain, Beirut, Cyprus, Canada, Ireland, Montenegro and New Zealand, in-store display screens, hanging discs, shelf strips and floor decals are displayed, highlighting travel retail exclusives, limited edition products and fantastic savings compared to the high street. And in Cyprus, before taking off, passengers are invited to explore Santa’s grotto and maybe even meet Santa.

Laura Toner, Global Head of Marketing, ARI, said: “At ARI, the customer is at the center of everything we do. With our Christmas campaign this year, we wanted to brighten up our customers’ journey whether traveling for work, leisure, or home for Christmas.

“‘Light up their Christmas’ or ‘Light up their Holidays’ is full of excitement and festive fun and puts a focus on our amazing product offering available both in-store and online. We have made it easy for our customers who are looking for the perfect gift for themselves, colleagues or loved ones.”

Focusing on the art of gifting, the immersive Christmas campaign will feature across all channels of communication and will roll out throughout all stores, across e-commerce platforms, in pre-travel digital communication and on digital touchpoints in-store.

Customers can also enjoy a complimentary gift-wrapping service or shop ahead of time with the Shop & Click and Click & Collect services.