

# Dufry amplifies Reese's global campaign



The Reese's brand activations feature high-visibility displays that celebrate the many ways to enjoy a Reese's Peanut Butter Cup

Hershey's World Travel Retail team is celebrating consumers' love for chocolate and peanut butter in duty free stores worldwide in May with the launch of a new Reese's brand campaign in partnership with Dufry.

The campaign highlights the growing love for the Reese's brand's combination of salty and sweet by asking consumers to "Show Us How You Reese's", celebrating the fact that there are many ways to eat a Reese's Peanut Butter Cup.

"We have long understood that consumers love to eat their Reese's cups in ways that are personal and special, creating a unique and individualized experience," said Nancy Amato, Senior Customer Marketing Manager World Travel Retail, The Hershey Company. "This campaign celebrates these unique differences because in the end, there is really no wrong way to eat a Reese's cup."

The campaign culminates with I Love Reese's Day on May 18, which is being celebrated by Hershey around the world in 2022. The I Love Reese's Day campaign in duty free stores is an exclusive partnership with Dufry for 2022 and will be expanded to more travel store locations in 2023.

Hershey and Dufry is executing the campaign in more than 16 key airport locations. The activations vary from airport to airport but all feature high-visibility Reese's brand displays that celebrate the many ways to enjoy a Reese's Cup, such as 'Devour it!'

The campaign also features special offers, such as buy two save 25%, on Reese's Peanut Butter Cup Miniatures 355-385g pouches and in-store product sampling.

Rebecca Wong, Team Lead for Europe and Global Accounts, The Hershey Company, said: "We are excited to execute the I Love Reese's campaign as a global exclusive with Dufry, who have been an integral partner in our development and success in the travel retail channel. The Reese's brand delivers the unique combination of chocolate and peanut butter and the reaction from consumers has been so enthusiastic, whether as long-term loyalists or first-time trialists, I Love Reese's has been a wonderful opportunity to engage directly again with our consumers."

### **Reconnecting with customers**

Philippe Moryl, Global Head of Category for Confectionery & Food, Dufry, added: "The execution of the I Love Reese's campaign, with the US No. 1 confectionery brand, is a global and exclusive campaign that travelers will discover in Dufry stores at a selection of airports around the world. With multiple executions across the calendar in all regions, we want to give our customers the opportunity to interact and experience this power brand and share their experience.

"It was important for us to build on the great partnership we have enjoyed with Hershey for many years and support the expansion of the brand beyond the Americas region, where we already recognize the strong attraction of the brand. As we see more and more travelers in airports, this campaign offers a great opportunity to reconnect with our customers and interact with them. We are delighted to work with Hershey's to showcase I Love Reese's and celebrate all the unique ways in which our customers like to enjoy Reese's products."

The Hershey World Travel website is also undergoing a makeover in partnership with The Moodie Davitt Report and the campaign is being promoted with content on social media channels, including LinkedIn, from May 12 through May 19.

Celebrating Reese's has begun with HPPs at London Heathrow Airport Terminal 3 and in Amman, Jordan.

Other upcoming locations for the Reese's campaign for 2022 include Heathrow T5, Alicante, Madrid, London Gatwick, Greece, Houston, Las Vegas, Toronto, Rio, Chile, Cancun, Argentina, Uruguay and Bogota.