

Mars paints the festive season red and yellow with M&M's

By **Hibah Noor** on November, 30 2018 | Confectionery & Fine Foods



The new multi-colored M&M's tins are in traditional seasonal colors of green and red with a yellow ribbon to add a festive touch

Mars Wrigley International Travel Retail is meeting the need for celebratory products this festive season with two bright and colorful M&M's tins featuring the brand's Red and Yellow characters.

The multi-colored tins are in traditional seasonal colors of green and red with a yellow ribbon to add a festive touch.

Containing 330g of Peanut M&M's, the tins are offered in key airports including Amsterdam Schiphol, London Heathrow and Gatwick, and Oslo, with special gondola displays and multi-buy price offers.

Alongside celebration, Mars has identified three other prime reasons for purchase in global travel retail: to recharge, to reward and to connect.

"Purchasing is primarily to connect, but celebrate comes a close second and November/December provides a key opportunity with Christmas and Western New Year," said Category Director Raghav Rekhi.

"For Mars Wrigley ITR, seasonal propositions are essential to driving sales within travel retail, but it's important to offer gift lines that are relevant to the occasion and the region," he noted.

For example, earlier this year, a Galaxy Casket 650g was developed for Eid and Diwali across key touch points in the Middle East and India.

“Galaxy is a major brand for us in that region and the product was perfect for the gifting and sharing nature of these key festivals,” said Rekhi.

The festive M&M’s tins will be available through the Christmas season and are expected to appeal to all ages.

“Our strategy is to drive incremental growth for retailers by driving penetration through seasonal relevance. M&M’s is a winning global brand, and is perfect to leverage for the festive season,” he concluded.