

Mondelez targets millennial travelers with personalized Toblerone Messages concept

By **Hibah Noor** on June, 6 2017 | Confectionery & Fine Foods





Mondelez World Travel Retail (WTR) has rolled out Toblerone Messages at travel retail locations worldwide, following a promising pre-launch with Dufry in the first quarter.

The company described the Messages concept as the biggest launch of the year from travel retail's number one chocolate brand.

Toblerone Messages was developed in response to the growing trend towards exclusivity and personalization, particularly among millennial travelers, who are looking for unique gifts to bring home from their trips abroad.

To leverage this demand for exclusive and personalized gifts, Mondelez WTR has dressed up Toblerone's best-selling 360g Milk bar in travel retail exclusive, customized packaging with emotional messages such as I Love You, Missed You, Thinking of You, and Superstar.

Irina Tarabanko, Manager Category Marketing, Mondelez WTR, commented: "Toblerone has a history of pioneering innovations which respond to changing consumer demographics and need states – the new Toblerone Messages is no exception. Based on our consumer insights, we have built a playful, emotional offer around one of our most iconic products, the Toblerone bar, to address different gifting occasions and made it exclusive to travel retail. This has certainly struck a chord with the millennial jetsetters, and we are seeing very positive results in terms of footfall and consumer engagement."

The launch campaign has also been designed with this increasingly important group in mind, with a strong focus on creating tailored experiences and socially shareable content.

Shoppers were invited to 'Say It With Toblerone' with a photo opportunity in-store where they could choose from a variety of message boards and fun props to create their own message, and share it on social media with the hashtag #sayitwithtoblerone.

Twitter users who shared their photos with the campaign hashtag received a personalized thank you message from Toblerone.



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