

# Rituals partners with Kappé and Amsterdam Airport Schiphol on seasonal gifting experience

By **Jas Ryat** on December, 6 2018 | Fragrances, Cosmetics, Skincare & Haircare



Passengers can make last-minute purchases at their boarding gate from one of the luxury gifting carts offering Rituals gift sets

Rituals, the Dutch body and home cosmetics brand, has joined forces with retailer Kappé Schiphol and Amsterdam Airport Schiphol for a two-month Christmas takeover campaign at the airport.

Running from November 1 to December 31, the large-scale campaign includes both landside and airside locations at Schiphol.

The initiative incorporates a number of exciting digital and physical retail experiences, such as pop-up stores, gift carts, digital advertising and a giant Christmas tree.

The brand aims to bring its philosophy of slowing down to the millions of travelers visiting Schiphol

this holiday season.

The festive animation began on November 1 with Rituals taking over digital screens at Schiphol, showcasing the brand's Christmas campaign video message.

A giant Christmas tree fully decorated with Rituals products, complete with a scenting machine and Christmas music, joined the digital screens at Schiphol Plaza on November 8. The landside digital advertising and Christmas tree are expected to be seen more than 6 million times a month.

On December 1, the Christmas campaign extended to the lounges after security. At B&C Gates in Lounge 1, passengers can make last-minute purchases at their boarding gate from one of the luxury gifting carts offering gift sets. Large digital screens promote the service.

Further gift purchasing opportunities are available at pop-up stores in Lounge 1 and Lounge 3. The pop-ups feature Rituals' gift sets which come with the brand's new, sustainable 100% compostable inlays.

Products from the best-selling lines, Regular Home collection and Private Home collection, are also available to purchase.

The Christmas spirit is also embodied in Rituals' four stand-alone stores at Schiphol, which have been transformed to incorporate a warm, Christmassy atmosphere.

Kappé Schiphol Owner Jacques Parson said: "We have been working together with Rituals to our full satisfaction for many years. We are excited about this first Christmas event in which all our Rituals shops are warmly decorated. Our staff will do their utmost to give the passengers the ultimate Christmas shopping experience with the beautiful Rituals products and gift sets."

Amsterdam Airport Schiphol Director Consumer Products & Services, Tanja Dik, said: "During this festive season, we welcome travelers at our airport with a great Christmas ambience and assist them in finding the most wonderful gifts for their loved ones. In the true sense of giving, this campaign in partnership with Rituals and Kappé shows the power of working together to best service the customer.

"By engaging at all the traveler touch points, we believe customers will have the best experience on their onward journey from Amsterdam Airport Schiphol. By offering the possibility to do Christmas shopping at the gate, travelers are able to conveniently buy their presents just before boarding the plane."

Rituals Travel Retail Director Neil Ebbutt said: "We're delighted to unveil our 2018 Christmas airport takeover on our home turf here in Amsterdam. The campaign is a prime example of a great multi-brand partnership in action, which sees the coming together of three Dutch companies who are all aligned in their mission to create memorable experiences for passengers.

"Through this festive campaign, we aim to create memorable, meaningful moments which enhance the passenger experience. Every time a traveler looks back at their picture in front of the decorated Christmas tree, they will be reminded of where their journey started or ended - at Schiphol Amsterdam."

Ebbutt concluded: "With such large-scale visibility, we are able to reach millions of travelers who are passing through Schiphol this festive season and we invite them all to experience a slice of Rituals' 'slow down' philosophy and to share this with friends and family."