

Grey Goose takes flight at Bangkok Suvarnabhumi Airport in festive campaign

By **Jas Ryat** on November, 22 2016 | Spirits & Tobacco



In its first major festive campaign at Bangkok Suvarnabhumi Airport, Bacardi Global Travel Retail has partnered with King Power for a two-month focus on Grey Goose vodka in the run-up to the busy holiday period.

The campaign highlights a limited-edition gift pack depicting the Bangkok skyline. It is running in two in-store locations from November 1 to December 31 with a strong focus on gifting.

A team of Grey Goose ambassadors are leading the interaction with shoppers to encourage conversion across the full range, including Grey Goose Interpreted by Ducasse and Grey Goose VX.

Vinay Golikeri, Regional Director Asia Pacific and Middle East Africa, Bacardi Global Travel Retail, commented: "As the category leader, Grey Goose has enormous appeal across a wide demographic, and Bangkok Suvarnabhumi is very attractive space for us to engage with these shoppers. It's a perfect time of year for us to engage with shoppers leaving the vibrant city of Bangkok.



“The bespoke Grey Goose Bangkok limited-edition gift pack is a global travel retail exclusive which we are proud to launch in partnership with King Power Thailand. Based on past experience, Grey Goose is proven to drive sales where it is given the optimal space, range and activation, and we are very excited about what this campaign will deliver with King Power in Bangkok.”

Pichai Pitakchaisuk, Executive Vice President, King Power, added: “We are very excited to bring Grey Goose to life in-store at a time when super-premium vodka is enjoying enormous popularity, thanks in particular to the growing appeal of cocktails and white spirits in South East Asia.

“It’s very likely that our more discerning shoppers will have seen Grey Goose on the shelves of Bangkok’s finest cocktail bars and so there’s an instant synergy with this in-store promotion. Equally, there’s huge appeal to present this global brand to the growing number of Asian shoppers embracing the new trend of home cocktail-making.”

Grey Goose is the best-selling vodka brand and the fastest-growing top five spirit brand in travel retail, according to IWSR 2016.

