

## Hendrick's celebrates its rosy idea of love

By **Jas Ryat** on February, 18 2019 | Spirits & Tobacco



The Hendrick's Love campaign celebrates Hendrick's infusion of rose and cucumber in high-profile activations at airports worldwide

Hendrick's has launched a campaign to inspire travelers worldwide to discover their romantic spirit.

The Hendrick's Love campaign (so-called to allow activations outside Valentine's Day) takes place throughout February and in some cases into March, in key airports in the UK and Europe, along with selected locations in the Middle East and Asia.

The campaign celebrates Hendrick's and its odd infusion of rose and cucumber in a series of high-profile activations and sampling, using the key art visual headline: 'Sublimely simple, yet curiously complicated - a gift much like love'.

High-visibility branded bars and merchandising units have been installed at airports including Dubai, Kolkata and Singapore Changi.

POS items include a heart glorifier, giant sharing teacup and love-themed carry boxes as gwps. Roses,

rose petals and cucumbers dress the displays and link Hendrick's to the love theme.

In addition, sampling at airports such as London Heathrow, Madrid and Barcelona is helping to communicate the Hendrick's message.

Key to the campaign is the exclusively developed airport serve: A Rose Story, which combines Hendrick's gin with rose and elderflower syrup and tonic, garnished with rose petals and a cucumber slice, offered to consumers alongside the traditional Hendrick's & Tonic.

"Last year's Hendrick's Valentine's day campaign was exceedingly successful with excellent uptake from consumers, so in 2019 we're raising the bar by increasing the number of top-priority airports taking part," said William Grant & Sons Global Travel Retail Managing Director Ed Cottrell.

"Early indications are that this year's activity is proving just as popular. In the first week of the program at London Gatwick South, for example, we've seen a 40% increase in sales uptake of Hendrick's, which is excellent news.

"Yet again the various retail partners that we're working with on this campaign have been incredibly supportive, enabling us to achieve critical high-visibility space and branding that will attract, engage and resonate with travelers over the next few weeks."