

Dubai Duty Free gears up for retro Galaxy promotion

By **Hibah Noor** on May, 2 2016 | Retailers



Mars International Travel Retail (MITR) partnered with Dubai Duty Free to create the first in a series of high-profile promotions to relaunch its core brand Galaxy into travel retail markets.

Building on the indulgence of Galaxy, MITR and Dubai Duty Free created four HPP locations throughout the airport, along with in-store and off-shelf activity to create maximum impact and sell-out.

Dubai Duty Free's Buyer Purchasing Department Anthony Morais said the confectionery category is the fourth best-selling category at Dubai Duty Free and contributes 8.1% to overall Dubai Duty Free sales. The operator has 126 brands in the category and Galaxy is ranked number four.

"Galaxy is definitely an important brand as it contributes almost 5% to the overall confectionery category sales," he said.

Running from February 23 until the end of March or April in Concourse C, the HPPs were situated in Concourse B (Terminal 3), C and the new D (Terminal 1), along with Terminal 2.

"We're particularly excited to be included in the new Concourse D as the first confectionery activation created in time for the official opening," said MITR Category Director Matt Boulter.

The activation used a Royal Enfield 350 Classic motorcycle, complete with sidecar, to display the Galaxy range in Concourse B, C and D. With its retro style, the 350 Classic - specially customized in Galaxy colours - was selected to capture the vintage, indulgent traveler theme.

In T2, where space is more restricted, destination sign-posting was used. At the heart of the

promotion was the chance for two passengers to win a luxury five-star trip, each for two people, to one of five cities: Singapore, London, New York, Paris and Tokyo – as well as Dubai, with every purchase of Galaxy worth Dh100 (US\$24).

Said Boulter: “Galaxy is the number five global chocolate brand and is the top-selling brand in the Middle East, so this region was clearly the first choice for implementing what has proved to be a very successful activation.

“Given that Galaxy’s popularity coincides with nationalities within the top ten traveling countries, we believe that the brand has massive potential to grow in travel retail and we’re delighted that Dubai Duty Free has given us such fantastic exposure here at the airport.”

Galaxy will launch HPPs in key airports globally during the second half of the year.