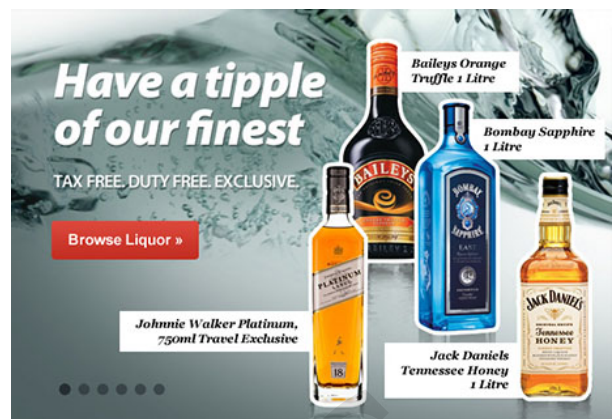


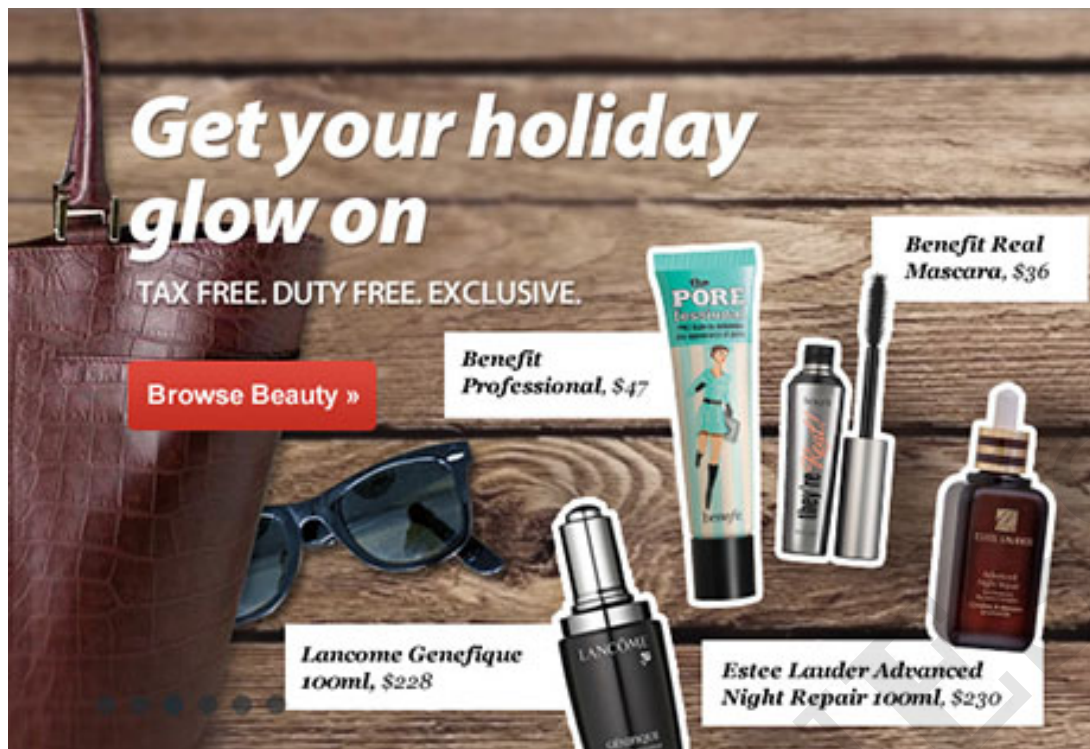


Auckland International Airport has introduced a new advertising campaign flashing prominent attractive brand messages on its opening website page.

That these large messages appear immediately at the top of the airport website when it is opened and right next to the continually changing arrivals and departures information graphic is unusual, if indeed, not ground breaking.

As most readers are aware, many (but not all) shopping offers are usually compartmentalised on airport browser opening pages at the bottom, or in a series of menu options if indeed they appear at all.

But Auckland has approached this tastefully without compromising the functionality of its site, with three changing images. The first features four Tax free. Duty Free. Exclusive spirits brands next to the heading, Have a tippie of our finest.



CLEAR AND USER-FRIENDLY

There is also a very prominent Browse Liquor button. Clicking this button takes the visitor straight to a dedicated page where Auckland's two duty free operators DFS Group and JR/Duty Free are featured as the relevant retailers.

The featured liquor brands are Johnnie Walker Platinum 750ml Travel Exclusive; Baileys Orange Truffle 1L; Bombay Sapphire 1L; and Jack Daniels Tennessee Honey 1L.

This offer then changes to beauty products, with the heading: Get your holiday glow on. This features Estée Lauder Advanced Night Repair 100ml at NZ\$230 (\$189); Lancôme Genefique 100ml at NZ\$228 (\$188); Benefit Professional at NZ\$47 (\$39); and Benefit Real Mascara at NZ\$36 (\$30). Once again, there is an option to hit the Browse Beauty button located right at the top of the website.

In need of a holiday spritz?

TAX FREE. DUTY FREE. EXCLUSIVE.

[Browse Fragrances »](#)

Taylor Swift, Taylor
100ml EDP, \$114

Givenchy, Gentlemen Only
EDT 100ml, \$114

CK Downtown
EDP 90ml, \$107

Marc Jacobs Honey
100ml EDP, \$164

Last, but not least, Auckland Airports welcome page then changes again to the heading: In need of a holiday spritz?. Once again, there is the option to click straight through Browse Fragrances, while the featured brands in this page view include Marc Jacobs Honey 100ml EDP at NZ\$164 (\$135); Taylor Swift, Taylor 100ml at NZ\$114 (\$94); Givenchy, Gentlemen Only EDT, 100ml at NZ\$114 (\$94); and CK Downtown EDP 90ml at NZ\$107 (\$88).

Any readers wishing to view the site can find it at the following: www.aucklandairport.co.nz