M1nd-set calls for 'multi channel' DF approach

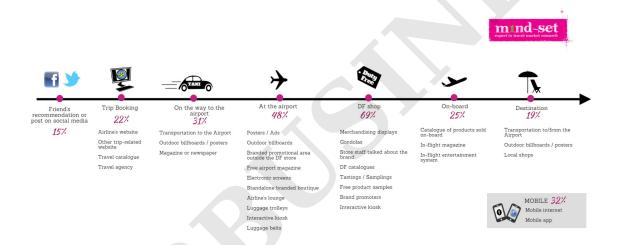
According to research conducted by m1nd-set for *TRBusiness*, 31% of Asian duty free shoppers say that they see advertising or search for information about the brands they are interested in buying in DF at airports, actually on the way to the airport.



Respondents *a sample of Asian duty free shoppers said that they were made aware of the information or advertising via billboards and posters (ranked most effective) followed by magazines and newspapers.

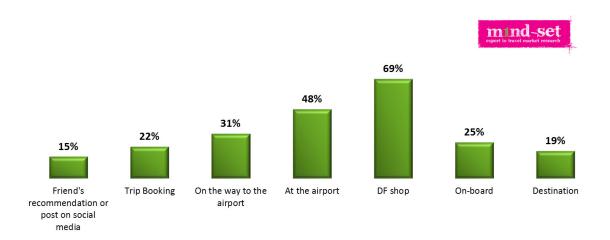
The results from the survey also conclude that 22% of travellers identify advertising or look for brand information when booking a trip away – the airline's website was ranked the most effective medium for this exposure. 48% say this happens at the airport itself and 69% actually in the duty free shop via merchandising displays or gondolas.

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It is also interesting to note that 32% find this brand information on their mobile phones, via the Internet or an App throughout the journey.

15%, the lowest percentage of those surveyed, identified advertising or looked for brand information on social media or through a friend's recommendation (again using social media).



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25% said they were made most aware of these media touch points onboard, and 19% at their destination.

"The research clearly shows that a multi-channel approach is vital for brands due to the manifold sources used by duty free shoppers in Asia, especially for those who pre-plan their shopping," says m1nd-set founder, Peter Mohn.

"However, the research highlights the fact that the duty free shop itself still clearly is the most relevant touch point and that it has the most significant impact on the actual purchase behaviour."

*The sample size for this survey was N = 2.013 among Asian duty free shoppers. The fieldwork was conducted between April 24-May 1.