Diageo and Aelia showcase

Through the month of March, Diageo GTME has partnered with duty free retailer Aelia to successfully launch the ‘The World Class Collection’, a new temporary stand alone retail store at Paris Charles De Gaulle International Airport. It is the first of a series of global activations scheduled to run throughout 2011 by Diageo GTME under this title.

Featuring Diageo’s ultra-premium brands Tanqueray No. Ten gin, Johnnie Walker Gold Label blended Scotch whisky, Grand Marnier, Ciroc vodka, Ketel One vodka and Zacapa rum, the store was specifically targeted at an affluent traveller demographic, aged 25 to 45, and particularly business travellers.

60% BUSINESS TRAVELLER PROFILE
Strategically located between the Air France first and business class lounges in Terminal F2, Paris CDG, over 45,000 passengers travel through the terminal each month, including a 60% business traveller passenger profile, with top destinations including Dubai, North Africa, China and South America. As a result, Diageo said they were confident the location would deliver strong shopper footfall and sales conversion.

Designed by London design agency Saatchi & Saatchi X the store had entrances on three sides that allowed consumers to view and approach the stylish oblong display bar inside. Specially trained brand ambassadors then talked to consumers across the bar while serving them sample cocktails created by ‘world class mixologists’ using the selected spirit brands.

THE FACE OF ERIK LORINCZ
Advertising displays and the pop-up store featured strong, masculine-themed, black and white graphics and the face of Erik Lorincz, winner of The World Class 2010 Bartender competition. Head Bartender at the London Savoy Hotel’s famed American Bar, Erik travels around the world as a roving ambassador promoting Diageo’s brands.

Elegant display shelving was complemented by a flat video screen showing Erik Lorincz at work mixing his World Class cocktails. Driving in store engagement and education even further, a specially designed cocktail book featuring recipes from the activation was offered to travellers to take away with every purchase of one of the brand spirits.

Banner advertisements and on shelf communication in Aelia’s own duty free stores within the terminal, featuring the same dramatic black imagery, helped to promote the activation and guide passengers to the store, driving footfall.

MAIN OBJECTIVE
Claire Prat, Region Brand Manager Scotch & Reserve at Diageo GTME, said: “The main objective with The World Class Collection was to engage with affluent male passengers, drive footfall into store and ultimately deliver conversion into sales. We know from our own research that this demographic are high users of premium luxury brands and are more open to learning about these types of brands in the travel retail environment.

“By using key touchpoints in the consumer’s journey within the airport terminal we’re looking to engage with them as much as possible. Once in the store, they have a great experience learning about some of the very finest spirit brands in the world from well educated brand ambassadors, and also have the opportunity to sample some of the spirits and then hopefully purchase one or more of them.”

Nicolas Geslain, Operational Marketing Manager at Aelia, added: “This World Class Collection shop is one of the best implementations I have ever seen in this location. The quality of the execution is remarkable and really stands out in a premium way within the environment.”