

Dufry brings Tissot MotoGP simulator activation to Madrid airport

Tissot has harnessed Dufry's Emotion+ omnichannel marketing strategy to bring a thrilling Tissot MotoGP simulator activity to Madrid T4S airport.

Tissot and Dufry have teamed up to host a simulator experience.

Throughout June, Dufry and Tissot partnered to host the Tissot MotoGP™ simulator, giving consumers the chance to race themselves.

Tissot has been the official MotoGP timekeeper for over 20 years.

Part of the Emotion+ activation, the 360-degree marketing concept brings together online and offline channels to drive penetration, footfall and visibility.

Brand ambassadors were on site to welcome customers and help them experience the Tissot MotoGP simulator.

At the same time, immersive digital screens ran across the Madrid T4S terminal, highlighting the activity to all passengers.

A brand boutique and campaign page ran simultaneously on Dufry's Reserve & Collect website.

Red by Dufry loyalty programme members also had the chance to play a game and win two double Paddock tickets for Superbikes in Aragon, held from 22-24 September.

The MotoGP activation is the first in an ongoing calendar of sports-related travel retail activities for Tissot.

Next is an Emotion+ National Basketball Association (NBA) omni-channel activation, combining in-store, online and gamified initiatives.

An inaugural Tissot-NBA event is scheduled for London Heathrow Airport in November, with others following in Toronto and Las Vegas.



The omni-channel activation saw Tissot harness Dufrys Emotion+ platform.

“The customer is at the heart of everything we do at Dufry, and engaging, entertaining and surprising campaigns – such as this exciting collaboration with Tissot – really link to our ambition to bring fun to the store and make our customers happier!” said Beat Schärer, Global Head of Watches and Jewellery at Dufry.

“It’s been fantastic to see the level of engagement that customers have had with the brand and with the campaign, both online and in store.

“We are very pleased with the results and looking forward to continuing the collaboration with Tissot, with the NBA activations at Heathrow, Toronto and Las Vegas.”

Earlier this month, **Dufrys World Duty Free partnered with Silent Pool** to create a Gatwick Airport-exclusive gin bottling.