FRA unveils new marketing concept alongside La Prairie

Frankfurt Airport has revealed details of a new 360-degree marketing package offered by Media Frankfurt in conjunction with Fraports Retail and Properties Unit.

The tailored product is based on an omnichannel approach, with Swiss cosmetics brand La Prairie the first to capitalise on the new marketing strategy.

Karl-Heinz Dietrich, Fraport Retail & Properties Unit, Head explained: "The approach we are pursuing with this product is the most comprehensive and holistic in airport retailing to date.

## **UNBEATABLE AWARENESS**

"At Frankfurt Airport, we welcome some 17m passengers from all over the world during each quarter of the year. None of them will leave the airport without noticing the brand. This is unbeatable awareness."



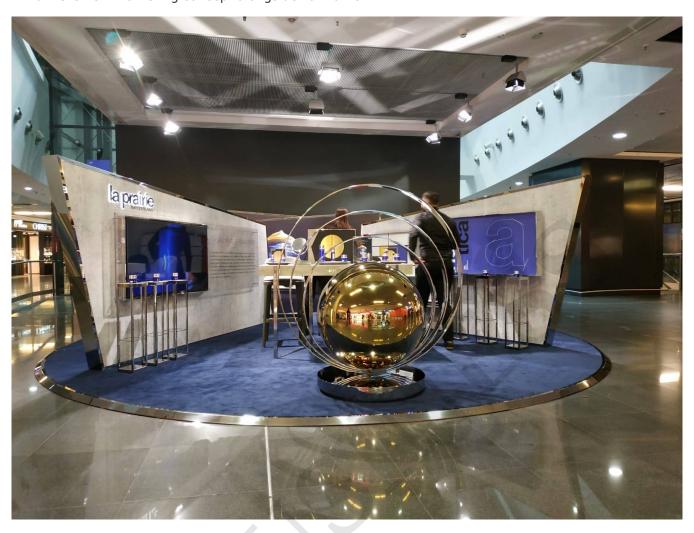
La Prairie is the first brand to capitalise on Frankfurt Airports new 360-degree marketing strategy.

According to Dietrich, the the recipe is a sophisticated blend of on-site promotion, conventional advertising and online tools. He added: "We use our extensive digital network — ranging from our website, the Frankfurt Airport app, the online shop and the Frankfurt Airport rewards programme to our social media channels and further paid channels —thus achieving optimum positioning for the brand across the entire travel chain.

"Customers also benefit by receiving services from a single source, since all retail experts at Frankfurt Airport joined forces and pooled their know-how to create this package."

Yanyan Gille-Long, Trade Marketing Manager Global Travel Retail, La Prairie commented: "Frankfurt Airport is one of the most important airports in Europe and La Prairie can benefit from the rich portfolio of passengers here.

"Fraport provides an omnichannel campaign opportunity which allows us to offer the best service to our clients through different touch points. The cooperation with Frankfurt Airport Retail will complete the package and give La Prairie a 360-degree scope of action for three months."



La Prairie is hoping to benefit from the rich portfolio of passengers at Frankfurt International Airport.