



Société de Distribution Aéroportuaire (SDA) is working with Ballantine's on a new pop-up store blending experience, which engages customers with the brand.

SDA is the umbrella joint venture company owned equally by Aéroports de Paris and Aelia, with this latest 'hands-on experience' at Paris Charles de Gaulle Airport Terminal 2E created by Pernod Ricard Travel Retail Europe. The hands-on experience, which claims to combine creative technology with 'a unique Ballantine's tasting', exemplifies the brand's 'Stay True' philosophy according to its statement, while 'focusing on the whisky itself and placing the visitor at the heart'.

The promotion is now running until 19 January 2015 and passengers are being invited to take on the role of 'Master Blender' alongside a digitally focused blending exercise within an audio-guided tasting area.

PROMOTION TO BE ROLLED OUT...

The company said: "The interactive blending experience centres around the jewel; an attractive graphic which updates in real time to represent the blend as per the consumer's adjustments. To educate the participants throughout the experience, labels appear within the jewel itself and a box underneath displays the make up of the blend, along with full tasting notes.

"The blending experience is followed by a tasting ritual - including Ballantine's Finest and Ballantine's 12yo - which uses a visual aid to encourage deeper levels of consumer engagement, build brand advocacy and further enhance Ballantine's iconic and luxury positioning.

"In line with Pernod Ricard Travel Retail Europe's digital strategy to drive brand awareness and experience online as well as in-store, consumers are encouraged to share their interactions from the Ballantine's Blending Experience on social media, using the #BlendWithBallantines to be in with a chance of winning a

SDA/Aelia create Paris pop-up promo
global competition.”

This new promotional activity will also be unveiled at Aelia stores in Paris Orly in February 2015 and also within Warsaw Chopin Airport in March 2015.

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