

Formula One campaign drives Martini sales at Malpensa

Martinis recent 'Formula One-inspired' activation campaign at Malpensa Airport resulted in an uplift in sales, confirms Bacardi Global Travel Retail.

Bacardi partnered with SEA Group, IGPDecaux and Dufry to give passengers a taste of Martini glamour – Formula One style – at one of Milans busiest airports, during September.

Commenting on the results, Aude Bourdier-Rocourt, Regional Director Europe, Bacardi Global Travel Retail, said: We are extremely pleased with the uplift in sales across the Martini range.

“Our Formula One inspired Martini experiences are always very popular with consumers, helping engage them with the Martini lifestyle and its long-standing association with the Williams Martini team – the glamour and action of the track.

The Williams Martini Racing show car was undoubtedly the ‘star of the concourse’, and the focus point for consumer activation, says Bacardi.

POPULAR ACTIVATION CAMPAIGN



The Williams Martini Racing Car was the star of the concourse show at Malpensa Airport.



Bacardi offered Malpensa passengers the opportunity to sample the Martini range.

The activation incorporated a range of brand-engaging activities, such as photo opportunities alongside the Formula 1 car or on the winners' podium with racing props.

A free 'photo booth' not only created instant images, but also gave travelling passengers a personalised number for the opportunity to win instant prizes.

Inside the store's Martini sampling bar, passengers were offered a choice of three classic Martini serves – Martini Bianco and Tonic, Martini Rosso and Tonic and Prosecco.

According to Dufry's Global Head of Liquor David de Miguel, it was one of the most popular shopper campaigns to date at Malpensa.

“The full size car is a clever approach to maximising attention, perfectly complemented in-store with an inviting bar and sampling opportunities,” he added.

“Our customers loved it, and we are delighted with the engagement and impact on sales.”