

Mars International Travel Retail has released details of a series of new innovative promotions designed to support its 2015 confectionery strategy, to be fully disclosed during this month's TFWA World Exhibition.

With the focus on increasing passenger footfall and basket spend this, Mars says a portfolio of new products and scheduled key activations throughout the year will 'add further fun and excitement to traveller's journeys.'

Firstly, the company has developed two unique promotional areas, suitable for high traffic locations, which aim to give retailers the opportunity to differentiate and drive impulse purchasing. The M&M's promo area and Skittles promo area serve as premium pop-up shops, ideal, says MITR, for highlighting special promotions and exhibiting the latest products from MITR's successful brands.

Fully adjustable to almost any size, they are extremely flexible and adaptable to any retail space. The M&M's promo area has the added addition of a life-size blow up M&M's character, giving this shop-in-shop added 'wow' factor, attracting more traffic with its photo opportunity offer.

A game in a shop-in-shop

rour FAVOURITE Following on from its successful Copenhagen promotion



carried out with Gebr Heinemann Colourhagen – for 2015 MITR is introducing the 'What's your favourite colour?' concept. Described as 'a game in a shop-in-shop' MITR says it is already proven to increase sales

Mars ITR release details of activation programme for 2015 and improve conversion rates.

With a display unit for each M&Ms character that communicates some of the typical characteristics of red, yellow, blue, green and orange, each is filled with the top selling merchandise of that particular colour and bestselling chocolate items. Helping to bring a fun, local feel to each store, key visuals will be included in relation to location.

At the heart of this activation is the M&Ms Colour Selector, a fun unit which allows travellers to check which colour most suits their personality by holding hands with the unit and letting the Colour Selector read their colour.

New GWP promotions



Fresh for summer 2015, MITR is introducing an exclusive

'platinum promotion', the M&M's Travel Mug, as an attractive gift-with-purchase. Totally exclusive to travel retail and only available while stocks last, this GWP is available in five colours, representing the famous M&M's characters and allows consumers to carry their favourite drink whilst enjoying a snappy quote such as, Another day to be awesome?

Available at high traffic locations, this GWP is a total shop floor concept, available with catchy POS materials including a sitting cash till display to help boost sales and build the M&M's brand. Available with every three maxi pouches purchased, MITR describes it as, 'the ultimate brand building tool in peak season.'

Especially designed for the Middle Eastern market are the MITR Cooler Bags – a branded GWP carrier for those wishing to bring the gift of chocolate home to friends and family without the risk of melting. Available in its three core brands Galaxy, M&M's and Snickers this high quality item is both portable and eye-catching.

As a seasonal holiday offer, the Jewels Gift Bag and Celebrations Gift Bag have been specifically designed to stimulate chocolate gifting around special occasions such as Ramadan and Christmas. Combining luxury

Mars ITR release details of activation programme for 2015

and gifting into one confectionary item, the bags are variants on the best-selling Jewels Casket and Celebrations Jar and also allow travellers to personalize their gift with a special message.

Activation Manager Lindy Spierings comments, 2014 was a very successful year for us, our activations proved to be extremely popular and resulted in increased sales and improved brand awareness. Along with driving sales, all of our activations are fun and interactive and aim to provide excitement to an otherwise dull journey for travellers. We are confident that with the combination of our new activations and the introduction of our new category management strategy, MITR will be at the forefront of driving the growth of the confectionery category.