



Mars International is promising “a confectionery event unparalleled in Cannes” on the evening of Tuesday October 28 during the TFWA World Exhibition, when the company will announce a brand new category vision and strategy for confectionery in travel retail.

Mars ITR believes this new strategy can double the size of the confectionery category in airports by 2020. The event in October will include a ‘Trinity’ panel discussion to challenge and discuss the new vision and will actively encourage audience participation.

MITR undertook consumer research at nine key airports globally interviewing and observing more than 5000 travellers of all nationalities over a four month period looking at mind-set, behaviour, influencers etc.

The event will take place at Cannes hotspot, the Baoli Club in Cannes. The evening expects to attract executives from the majority of key airports and retail groups and will comprise the strategy presentation followed by a cocktail dinner.

SOUND NEW BUSINESS CONCEPTS TO CONSIDER

“This is a completely new way for a brand to deliver a new category vision. We have a very strong message to deliver and are confident that guests will leave with sound new business concepts to consider. Equally importantly the evening is all about creating smiles – and that begins right from when we transport guests to the venue. We guarantee that this is one event in Cannes guests will remember for years to come!”

“In true MITR style, a colourful evening of interactive fun and activity is planned, set against a backdrop of a research-based strategy presentation designed to show how the confectionery category can double its business,” says Manon de Gunst, Global Category Development Manager International Travel Retail.

“We all know that confectionery is a strong-growing category within the travel retail business, highly

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influenced by impulse purchasing. We've all heard claims over the years about doubling the size of the business and while that may be optimistic, we at Mars ITR do consider that confectionery is still under-performing compared to other product groups.

"Yet confectionery has so many plus points – with universal appeal, affordable offers and – most importantly – a positive emotional connection be it fun, desire, love, or indulgence.



UNTAPPED POTENTIAL

"The key is to hook into what we see as untapped potential through a new strategy and drivers for growth that aims to increase footfall because confectionery is one of the strongest drivers here increase browser to buyer conversion rates and grow the basket size. This will benefit not just confectionery but all product categories."

The focus of the evening on October 28th will be on adding value for each stakeholder, working to a strategy based on a shopper-centric approach taking into account the traveller's mindset and emotions.

"This is not going to be another 'how to merchandise brands within a specific category programme but a totally new way of working within travel retail,'" continues de Gunst.

TAPPING INTO EMOTIONAL DRIVERS

"It's about tapping into the emotional drivers of consumers in-store and taking into account trends such as the increase in LCCs (particularly in Asia), deregulation in countries such as China which create new requirements from travellers, increasing middle classes in regions such as China, Asia Pacific, and India.

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“The international travel retail market mainly focuses on premium gifting but we strongly believe it also needs to look more seriously at other gifting and sharing moments and needs. Strong and impressive key-take out to further support this will be shared during the evening.”

The event – by invitation only- is open to all global travel retail stakeholders. For more information and to join the guest please email Manon de Gunst: manon.de.gunst@effem.com.

TRB BUSINESS