



Travel Retail's first dedicated free 'Trinity Planning Application' has been created by Mondelez to model the travel retail chain.

This was unveiled in a special presentation by Anna Szentivanyi, Customer Marketing Manager at Mondelez WTR at the Trinity Forum last week.

The Trinity Engine is said to be easy to use with a highly visual interface allowing travel retail professionals to very quickly quantify and visualise the dynamics of their collaborations, and to create approaches where the risks and rewards of Trinity activities are equally shared.

Anna Szentivanyi said: "Closer collaboration and greater openness between Trinity partners is the key to sustainable investment and growth in our industry; Mondelez WTR has developed Trinity Engine to help make this a reality.

STARTING POINT TOOL

"Used as a starting point for collaborative planning of Trinity activities, Trinity Engine shows the big picture of the travel retail value chain, highlights how our business decisions impact all parties in the Trinity and fuels more informed decision making.

"I would encourage travel retail professionals, regardless of their roles, to explore Trinity Engine and see how it may be used to enhance their planning activities and strengthen their partnerships.

"While not intended to be used as a comprehensive financial tool, Trinity Engine provides a starting point for planning activities as well as a simple mechanism for performing feasibility checks. By providing insight into the dynamics of the value chain in Trinity activities, Trinity Engine aims to facilitate a broader

Mondelez unveils 'Trinity Engine'

perspective on decision making and foster a virtuous cycle of growth.”

Mondelez says that as a single interface, the Trinity Engine offers airports, brands and retailers two options for gaining insight into their activities.



Anna Szentivanyi, Customer Marketing Manager at Mondelez WTR pictured at the Trinity Forum in Taipei last week. She said the new Trinity Engine was inspired by the Trinity White paper.

HOW IT WORKS

The first is the 'Base Scenario' which is modelled on the real-life financials from three retailers, four airports and five brandowners. This scenario can be used to very quickly understand – at a general level – how a business decision might affect the financial outcomes across the Trinity.

Then there is a 'Custom Scenario' where users can create their own scenario built on their own financials,

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specific to a particular project or location. This then allows them to more accurately understand the dynamics of their partnerships and take a balanced and more partnership-driven approach to activities.

Andreas Fehr, Managing Director of Mondelez WTR said: “As a category and industry leader, Mondelez WTR has an obligation to act as a driver of positive change; we have therefore invested in the development of the Trinity Engine in order to empower users to better understand the dynamics of the travel retail value chain across all categories and to ensure that risks and rewards are more evenly shared between all parties.

“We hope this tool can contribute to an even brighter future for the travel retail industry.” *[Trinity Engine runs on PC's, Apple Macs and tablets and is available for free from www.trinityengine.com,].*

[TOP IMAGES: Anna Szentivanyi, Customer Marketing Manager at Mondelez WTR. Images, TRB/DN©].