NITR leverages global KitKat campaign for GTR

Nestlé International Travel Retail is bringing its flagship range of new and exclusive KitKat products to the TFWA Asia Pacific Exhibition and Conference (stand K29), alongside examples of its planned high profile in-store activations to engage travellers this summer.



Key to the offer is the launch of the exclusive KitKat Travel Break Sharing Bags, themed around four different types of travel breaks and each containing 31 KitKat mini bars.

The 'Beach Break (pictured top right) is designed to appeal to holidaymakers; the Chic Break for fashion conscious travellers and shoppers; the City Break to address city explorers; and the Globe Trotting Break to address the adventurous traveler.

Supporting the launch of the new sharing bags is a humorous, limited edition gift-with-purchase of a specially designed KitKat eye mask, available at key airports and other nominated channels.

## KITKAT BRAND DELIVERS INCREMENTAL CATEGORY GROWTH

Further supporting the KitKat drive in 2015 will be a new global summer promotion to be highlighted in Singapore, following on from the highly successful branded headphones activation last year which, says NITR, succeeded in driving strong category sales growth in key airports globally.

This time, passengers spending a pre-determined amount on KitKat products will be rewarded with a free branded towel – a fun, practical and compact GWP that all travellers should find useful.

At the centre of the promotion lies a variety of eye-catching merchandising units that include one of three KitKat themes: the gym, spa or beach. Offering strong visibility and a presence in over 40 locations, NITR says it expects this to be another highly successful activation.

NITR Global Head of Sales, Alan Brennan, comments, KitKat is one of the world's biggest confectionery brands, with a global Facebook fan base of over +24 million that continues to grow each day.

"The KitKat brand plays a pivotal role in global travel retail both for NITR and its retail partners in delivering incremental category growth, through product and thematic innovation with the target to convert more travellers to buyers.

"Our Summer Sounds HPP in 2014 saw dramatic and measurable sales increases and we are confident that, working with our retail partners globally, this will continue in 2015.

## LATEST TR INNOVATIONS ON SHOW AT SINGAPORE



In addition to promoting its Travel Break Sharing Bags in Singapore, NITR will also be showcasing its other travel retail exclusive additions for 2015, including the new 162g KitKat Mini Chunky Snack Bag (pictured left) introduced to buyers at this year's Duty Free Show of the Americas and Nestlé Swiss, a premium offer of 300g bars, assorted chocolates or sharing bags.

New for dark chocolate connoisseurs is the 250g Swiss gift box of premium assorted dark chocolates in a variety of signature tastes, including 54% Cocoa (melting and intense), 75% Cocoa (spicy and balanced), and 84% Cocoa (floral and bitter).

The brand's recently overhauled Mix Sharing Bags promise to deliver better shelf appeal, while the two TR exclusive Smarties Disney Gift Boxes each containing eight Smarties mini boxes plus a free toy of either a Disney/Pixar 'glow in the dark' Flash McQueen money box or a Disney Frozen jewellery box – have already proven to be a big hit with children.