Panama Tocumen & Carolina Herrera host VIP Fun Fair

Puig and Motta Internacional partnered to deliver a Carolina Herrera 212 VIP activation at Tocumen International Airport in Panama. The Americas hub airport, which connects the Caribbean, North, Central and South America, played host to the activation throughout May.



The 27sqm outpost was located close to Motta Internacional's main duty free store, benefiting from high traffic and visibility.

Themed around a 'VIP Fun Fair' experience the animation focused on consumer engagement and interaction 'in a true retailtainment experience to epitomise the fun and mischievous spirit of 212 VIP', says Barcelona-based fragrance and fashion giant, Puig.

The animation's centrepiece was an interactive 'Prize Grab' claw crane game, where customers tested their skills and luck in attempting to capture a variety of prizes including product samples, special gifts and 212 VIP fragrances.

A Carolina Herrera bag was also offered as a gift with purchase (GWP) to drive increased sales conversion and upselling.

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Marco Arjona, Store Manager, Attenza Tocumen Airport at Motta Internacional commented: "Part of Motta Internacional's strategy is to constantly provide our customers with memorable and unexpected retail experiences. Panama Tocumen & Carolina Herrera host VIP Fun Fair



"The 212 VIP Fun Fair builds on Puig's abilities to bringing a sense of theatre and excitement to their brands in the travel retail channel.

This unique promotional activation has received amazing responses from travellers at Tocumen International Airport."