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Mondelez WTR Drives Differentiation with Dynamic Cadbury ‘Sense of Place’ Display with Dufry

August X, 2023 -- Mondelez World Travel Retail (WTR) is driving differentiation within the confectionery category with the unveiling of its latest dynamic sense of place activation. Housed in London Gatwick Airport in partnership with Dufry, the campaign celebrates Britishness with Britain’s beloved chocolate brand – Cadbury. The activation is designed to delight the high influx of summer travelers. With an exclusive product range and unique gifting opportunities, Mondelez WTR showcases its winning portfolio and delivers a memorable experience for consumers.

The campaign went live on July 26th and will wow travelers till the end of August with its eye-catching sense of place display. With many notable British symbols incorporated into the campaign, the main focal point of the space is a large gondola in the shape of a London black cab. The iconic vehicle synonymous with Britain’s most popular city makes a statement, stopping passengers in their tracks, inviting them to browse the delicious collection, featuring the travel exclusive Great Britain 520g pouch and Cadbury Chocolate bar with a Great Britain sleeve. After selecting their desired Cadbury product, customers can personalize their purchase with the Cadbury ribbon printer, adding a custom message or name to make for a unique souvenir or special gift for a loved one back home.

Cadbury’s campaign highlights Mondelez WTR’s wider commitment to driving differentiation with a more exclusive offering. By showcasing travel exclusive and regional specific products, the confectionery leader ensures that travel retail becomes a hub for unique, memorable purchase moments. The playful vibrant campaign, that pays homage to Cadbury’s British roots, encourages passengers to take a piece of Britain with them on their journey.

Sense of place was first pioneered by Mondelez WTR in 2015 and has since gained great popularity with consumers, particularly through activations where brands have historic relevance

with a location, like Cadbury in London. Highlighting Cadbury's delicious British heritage in Great Britain has, and continues to, resonate with travelers. Earlier this year, Mondelez WTR rolled out sense of place campaigns across the UK and worldwide to deliver a dynamic experience that met the growing demands of travelers. According to a study by m1nd-set, 23% of travel retail shoppers gift items that have a local touch, and 18% enjoy exclusive, limited-edition purchases. Mondelez WTR's latest activation promises to please both the local touch seeker and emotional brand image seeker with its exclusivity and personalization.

Dogus Kezer, Marketing Director, Mondelez WTR, said: "Mondelez WTR is always innovating new ways to engage more with our consumers in travel retail. The evolution of sense of place has been a key tool as we continue to attract, delight and connect with travelers. It presents a fun, dynamic opportunity for us to put on a show and invite passengers to experience Cadbury in a more impactful way. Our partners at Dufry understand the essence of Sense of Place, we are grateful for their continued support as we continue to drive differentiation in the industry through our winning portfolio and creating unique memorable moments."

Philippe Moryl, Global Category Management Head for Confectionery & Food at Dufry said:

"Dufry is thrilled to partner with Mondelez WTR to bring a distinct British look and taste to Gatwick Airport with Cadbury. The dynamic sense of place activation will delight travelers in transit with its eye-catching display, exclusive product selection and unique gifting opportunity. Through powerful partnerships and innovative concepts like this, we hope to continue advancing the travel retail environment."

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About Mondelēz International

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2022 net revenues of approximately \$31 billion, MDLZ is leading the future of snacking with iconic global and local brands such as Oreo, Ritz, LU, Clif Bar and Tate's Bake Shop biscuits and baked snacks, as well as Cadbury Dairy Milk, Milka and Toblerone chocolate. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index.

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