



Nestlé Kit Kat promotion boosts sales at Amsterdam Airport Schiphol

by Colleen Morgan

Colleen@moodiedavittreport.com

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24 July 2014

Nestlé International Travel Retail (NITR) has reported “substantial” sales increases following its Kit Kat “Branded Headphones’ activation at Amsterdam Airport Schiphol in June.

The promotion, which took place at Schiphol Airport Retail stores in the airport’s Lounges 1, 2 and 3, is part of NITR’s global summer campaign. Further activations are being planned in key airports across Europe, Asia and Latin America.

Centred on music, the promotion aimed to drive category sales, interrupt and engage shoppers and create awareness of the new 748g Kit Kat Variety Mix Sharing Bag. It included a GWP offer of a free pair of high quality Kit Kat branded headphones with every three items bought from the Kit Kat product range.

According to the company, the Schiphol promotion produced triple-digit sales increases, accelerated sales growth above passenger growth and increased spend per head.

NITR Regional Business Manager Kelvin Clarkson said: “We’re absolutely delighted with the results of the Schiphol promotion, not least because the new Kit Kat Variety Mix bag became the number one selling SKU from the branded offer almost immediately.”

The promotion featured an interactive branded gondola and POS material to encourage shopper engagement. The gondolas allowed shoppers to trial the headphones either with music on inset iPads or their own phones/digital equipment before purchasing. Sampling and shopper engagement via promotional partners also helped to drive the message, NITR said.

NITR Global Head of sales Alan Brennan commented: “We remain committed to the principle that the shopper should be at the heart of all of our decision making processes. We know the importance of developing unique, fun and different experiences for travellers, giving them a more compelling reason to enter the store with a visually exciting and blockbuster offer.”

NITR Global Customer Marketing Manager Rachel Girard added: “Kit Kat is a core brand for Nestlé this year and this promotion underpins the importance of linking global iconic brands with exclusive offers for travellers. Confectionery is a high impulse category, so it is important to actively encourage shopper engagement. Offering a high perceived GWP is an enabler for this engagement and ultimately stimulates purchasing behaviour in turn converting more shoppers into buyers, which is aligned with the added value principles of the Perfect Store.”

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