



airport  
promotion  
agencies

# Cannes 2013

SPECIAL EDITION

TFWA WORLD EXHIBITION. 20-25 OCTOBER 2013



Experiential marketing  
campaigns: making your  
brand unforgettable



Celebrating a successful 2013:  
250,000 Working Days at European Airports



Join us for the APA Cocktail Party  
(more info on page 12)



10 leading European promotion agencies  
80 airports throughout Europe  
250,000 working days at European airports  
Competitive pricing, consistent standards, talented staff  
1 single contact point



## Welcome

ALEXANDER WIEGEL  
and SALLY ALINGTON,  
APA joint Chairmen

As JOINT CHAIRMEN OF THE AIRPORT PROMOTION AGENCIES, we are delighted to once again present our TFWA special edition newsletter, which celebrates an exciting and successful year for our members and for the clients who entrust us with their airport brand experiences and promotions.

This year we are especially proud to announce our second pan-European service level agreement, which allows our customers to benefit from smarter pricing and consistent standards throughout Europe.

Despite the challenges that the global economy presents to us all, we are pleased to report strong growth within the APA network with nearly 250,000 shifts carried

out in European Airports and a collective turnover in excess of € 42M.

In this issue of the APA magazine we will also focus on airport experiential marketing campaigns which are a highly effective and noteworthy promotional tactic, combining brand awareness with total immersion in a brand experience .

We hope you enjoy going through the following pages, and we would also be delighted if you join us at our annual Cocktail Party. This year we are holding a Casino Royale themed party, with gambling, fun, glamour and fabulous prizes. Join the big players at the Plage Royale on Monday the 21st of October, starting at 18:00 h.

# 4

**Bacardi and APA:  
deal on European  
TR promotions**


# 6

**Contentainment:  
Something to  
remember**

# 8

**Stepping Forward:  
Know the hottest  
news about APA's  
members**

APA. Airport Promotion Agencies  
welcome@airport-promotion.com

 /airportpromotionagencies

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**HAPPY 150  
BIRTHDAY,  
MARTINI!**

Alphaomega, the APA Preferred Italian Supplier, is involved in the management of several promotions in three major Italian airports: Rome Fiumicino, Milan Malpensa and Venice to promote the full **Martini** assortment and Martini Royal cocktail with a tasting experience.

A Martini Bar celebrating the 150th anniversary of the Italian worldwide famous brand was built in the newly opened Duty Free, in Terminal 3 of Rome Fiumicino.

At the Martini Bar, passengers can have their favorite Martini served by top trained barmen, taste the new Martini Royale cocktail, enjoy Martini on the rocks or Martini sparkling wines.

Brand ambassadors are available to talk about the products and give tips for an enhanced Martini experience.



## Training trainers

**Spirit Hosting & Promotions** hosted the **BacardiAPA** training sessions in the Netherlands. During two days, the Bacardi Brand Ambassadors, of all APA Agencies, attended an intensive training on the complete portfolio of Bacardi brands. At the end of the day the attendees could try the different cocktails and share their experiences during a lovely dinner in Amsterdam.

Marc Plumridge, Bacardi trainer:  
 "This was the most successful training to date, and I feel the group will represent the business strongly moving forward. The eagerness to learn and interact certainly made the experience for me easier and more enjoyable".

# The APA is proud to announce its new working partnership with Bacardi and a pan-European Service Level Agreement for TR Promotions

Sally Alington, APA fellow Chairman: "This is the second high-profile agreement we have reached as an association, and we are really excited about this moving forward"

**BACARDI**, THE GLOBAL SPIRITS BRAND, has signed a single Service Level Agreement (SLA) with the Airport Promotion Agencies (APA) for all its travel retail promotional activities across the regions within which the APA operates.

The deal allows Bacardi to benefit from keener pricing, one point of contact and consistent standards across its core European markets.

Commenting on the deal, Richard Kell, Trade Marketing Manager at Bacardi, said: "We are delighted to have signed this agreement with the APA, as we already work with many of the association's members and have been impressed with the service levels they have provided. It is vitally important for us to deliver excellence in all of our brand activations and our relationship with the APA is a fantastic way for us to deliver consistently hard standards across the markets". Bacardi and the APA have been working hard since the signing of the agreement to ensure the information flow and reporting across

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Richard Kell, TM  
Manager at Bacardi:  
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Alexander Wiegel, APA  
joint chairman: "The  
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the groups, as well as running a joint training programme.

APA joint chairman and head of young promotion, Alexander Wiegel, added: "The association-wide SLA has the opportunity to make real savings and add European-wide peace of mind for many of our clients, and this is something I know really appealed to Bacardi."

Fellow chairman and Managing Director of Blackjack Promotions, Sally Alington, added: "Bacardi was obviously aware of the APA as an association as they have worked with many of our members across Europe. The idea of the SLA made perfect sense to the brand not just from a financial point of view but also because they knew they were buying into a rigid set of standards to ensure consistent delivery of their promotions across Europe".

"This is the second high-profile agreement we reach as an association following our deal with P&G last year, and we're really excited about this moving forward", she concluded. 



## BLACKJACK & WORLD DUTY FREE LAUNCH 'ONE WORLD, ONE SONG'

## RICKSHAW RIDE WITH SPIRIT HOSTING AND PROMOTIONS AND BOMBAY SAPPHIRE EAST

A partnership between **Bacardi Global Travel Retail**, **Schiphol Airport Retail**, **Schiphol Media** and **Spirit Hosting & Promotions** has seen passengers offered a rickshaw ride to their gates if they buy two bottles of **Bombay Sapphire East**.

There was a Tuctuc stop right outside the store where passengers were guided to after purchasing two bottles of Bombay Sapphire East.

The campaign has generated a great impact thanks to an unique service that made them smile.



In May **Blackjack** and **World Duty Free Group** were involved in the exclusive launch of *The Hunger Project* charity single, 'One World, One Song' in the WDFG store at Gat-

wick South. Using the Contentainment event space and the digital screens, four live performances were given throughout the day with UK X-Factor winner Joe McEldey, singing the duet in-store with five-times Grammy Award winner Dionne Warwick singing via the CTT screens.

# Something to remember



Experiential marketing campaigns to make your brands unforgettable: the APA promotions stand out in airports all across Europe

With a sound grasp of contemporary developments at airports and especially in the Duty Free industry, the APA knows that the element of Event and Entertainment is getting more important these days. Contentainment is the key to reaching the travelling passenger on an emotional and entertaining level.

## BLACKJACK BALLET DANCERS AT EXCLUSIVE LAUNCH OF SÌ BY GIORGIO ARMANI

The anticipated launch of SÌ by **Giorgio Armani** was a real highlight in August. The opening event in Windsor, UK, was an incredible event with a premiere showing of the TV campaign and the face of SÌ, Cate Blanchett. **Blackjack** was delighted to be invited to the event and to support with a choreographed ballet performance.

## YOUNG PROMOTION BUILDS UP ARTISTS NETWORK TO SUPPORT PROMOTIONS

**young promotion** is known for providing enthusiastic promotional staff with a strong expertise in fragrances, skin care, make up, spirits and electronic devices to secure promotional success when it comes to boosting sales.

### What's new?

Since 2013 young promotion established a team—or rather a whole network—of performers, dancers, singers, actors and artists of all kinds to support the clients promotional

activities as “live acts”.

The performers strive to attract the travelling consumer at Travel Value and Duty Free Shops by, for example, staging flash mobs, costume characters or dance performances “catching” the passengers attention by surprise and unexpectedly.

In such a festive atmosphere sales promoters stroll around with vendor's trays promoting products from the shops assortment.





Former owner of Blackjack Promotions, Behzad Saednejad, and Chairman of Omni Serv, Ernie Patterson shaking hands

## Blackjack Acquisition Strengthens Air Serv's Services Capabilities

BLACKJACK WAS ACQUIRED by Air Serv Corporation (USA) and Omni Serv (UK), both ABM Industries companies, on 1 August 2013. This acquisition expands Air Serv's international airport location network and adds complementary service capabilities to serve the end-to-end needs of its aviation and retail customers.

"This is an exciting period", said Omni Serv Chairman Ernie Patterson. "The future for Omni Serv will be shaped by our daily focus on enhancing the passenger experience at every point of their journey through the airport."

Blackjack will continue to be led by Managing Director Sally Alington, whose team brings extensive experience and expertise in the travel retail and marketing services field, and the Blackjack brand will continue for all travel retail and experiential services.

ABM is a leading provider of facility solutions with revenues exceeding \$4 billion and 100,000 employees in over 350 offices deployed throughout the United States and various international locations.

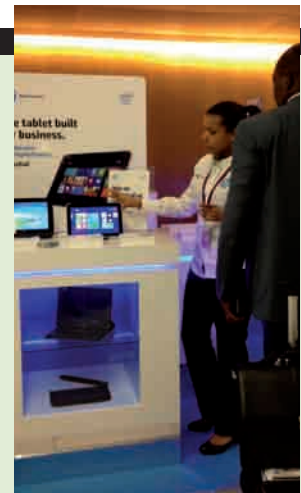
ABM's comprehensive capabilities include facilities engineering, commercial cleaning, energy solutions, HVAC, electrical, landscaping, parking and security, provided through stand-alone or integrated solutions. ABM provides

custom facility solutions in urban, suburban and rural areas to properties of all sizes. ABM Industries Incorporated, which operates through its subsidiaries, was founded in 1909. For more information, visit [www.abm.com](http://www.abm.com)

## Allure meets high profile customers to promote HP products

ALLURE HÔTESSES IN PARTNERSHIP WITH LEAD AGENCY BLACKJACK PROMOTIONS held a special activity oriented to the most demanding clients at the Air France Business Lounge in CDG.

Frequent flyers and members of the Excellence program were genuinely excited at the range of HP products and its innovative novelties. Passengers could benefit from the information offered by Allure staff while they were waiting for their flights.





## Casey

# Great success of L'Oreal Luxury and Clarins Pop Up Shops in Dublin Airport

THE APA IRISH PARTNER, **Casey Recruitment**, is delighted to provide a team of make-up artists, skin care specialists and fragrance consultants for a multi branded pop up shop in Terminal 2 at Dublin Airport.

The L'Oreal Luxury pop up shop consists of Armani, YSL, Lancôme as well as Prestige & Collections fragrances. Casey's team has helped to generate great interest around the brands and to build on existing sales.

Both pop up shops located in Terminal 2 have been running for two months from mid-June to mid-August, capturing the key summer market.



## In any case: young promotion

IN CLOSE COOPERATION WITH ITS AFFILIATE COMPANY **AIRPORT STAFF**, **young promotion** provides all kind of personnel solutions at airports. Starting with sales promotions, for what it is known to be leading in quality and market expertise at airports in Germany, Austria and Spain.

And there is much more on offer. Airport retailers rely on young promotion and Airport Staff expertise when it comes to outsourcing of projects. Also temporary employment is a fast growing segment. Since 2012, Airport Staff provides sales staff working at airport stores for designer brands, at electronic shops and for gourmet products, as well as Beauty Consultants and Field Supervisors. And just to mention: warehousing and logistics solutions are also offered.



## Spirit Hosting & Promotions provides Russian speaking team for Schiphol

Considering the growing traffic and high spending level of Russian passengers, the APA Dutch partner, **Spirit**, is now providing a special Russian speaking hostess team for Schiphol Airport.

Besides benefiting from a "special shopper service", Russian passen-

gers are offered a guide to the gates and baggage pick-up.

Spirit already provides Amsterdam Airport with a Mandarin speaking team which is very successful, and is now considering to do a pilot with the focus on Indonesian and Brazilian passengers.

## EASTERN EUROPEAN MARKETS GROWTH CONSOLIDATES RAFINANZ'S POSITION

Rafinanz, APA partner in Hungary, Czech Republic and Poland.



PRAGUE IS PROVING to be one of the most fashionable destinations in Europe and **Rafinanz**, **APA** partner in Hungary, Czech Republic and Poland, delivers high execution promotions at Prague Václav Havel Airport, which traffic keeps on growing, reaching 1,249,865 handled passengers in July 2013.

### Trending boarding via Charles Bridge

Passengers at Václav Havel Airport have the opportunity to take a walk on the Charles Bridge: a 4.5 meter-long model of the bridge now stands in the connecting building in the transit area of Terminal 1. The model can be walked across and features statues of Saint Ludmila and Saint Jan Nepomucký. Every passenger transiting through Prague on the way to another flight will pass by it.

Two new openings of fashion shops have recently added an extra attraction to the airport: Desigual and Victoria's Secret.

## PROMOPLAN CELEBRATES THE RE-OPENING OF BELGIAN SKY SHOPS AT CHARLEROI

THE BRAND-NEW Belgian Sky Shops have been refurbished into the walk-through concept, a worldwide trend that has an immediate impact in passengers traffic inside the shop. Most of them are not in a shopping mood, therefore investing in daring and innovative promotional activities to turn passengers into buyers is more important than ever.

Charleroi Airport, one of the bases of the leading European low cost, have recorded a growth of +2% in the first six months of 2013, with

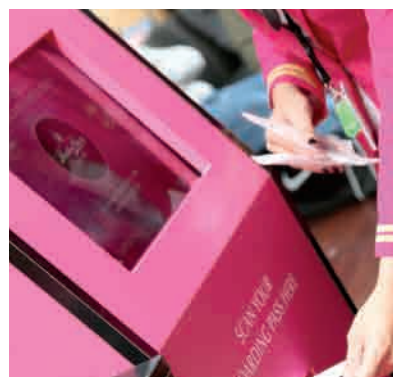


3,074,809 passengers in the same period of time. The main destination is Budapest, followed by Milan (Bergamo), Barcelona, Rome (Ciampino) and Madrid.

In this exciting environment **Promoplan** is a sound reference thanks to its long expe-

rience and knowledge of the airport context. A very solid expertise in the industry providing services to big players like P&G or Bacardi, which is complemented by a very strong growth in the domestic market and logistics services to its customers.

## INVICTUS BY PACO RABANNE AT ZURICH AIRPORT WITH CREATIVE PROMOTIONS



CREATIVE PROMOTIONS WAS SELECTED for the launch of Invictus by Paco Rabanne at Zurich Airport.

The event took place on a main stage in the Airside outside the shop in level 2 during 6 weeks. The elegant, eye-catching stand was the first thing passengers would see when coming out of the shop. Passengers would get drawn to the stand by the activeness of the Creative Promotions staff that would then engage with the consumers, offering them a new fresh men's fragrances: Invictus

In addition to a well known brand, excellent product, the organization of the whole event by Creative Promotions, the professionalism of the staff, and the attractiveness of the Invictus by Paco Rabanne stand all contributed to a very successful promotion.

## MACIS PROMOTIONS: NUANCE RECOMMENDED SUPPLIER

MACIS PROMOTIONS, the official Swedish representative of the APA association, has been invited by The Nuance Group Sweden to collaborate by supplying brands with experienced and security checked staff in their Fall Event in Stockholm Arlanda airport. The activity aims to create a P&C event championing Nordic local P&C brands. This allows local brands to benefit of great exposure in a space never before been awarded to local brands in this category.

Commenting on Macis development, company owner

María Eugenia Cisternas said: 'We invested this year in a second office. The new space is conveniently situated in Terminal 5 at Stockholm Arlanda airport, just a few steps from Arlanda Walkthrough shop, Stockholm Arlanda's biggest duty free shop. Brand managers greatly appreciate this initiative since they can use this space for staff trainings as well as to deliver POS material for their activities. Having an office at the airport also allow us to closely supervise our activities'.

Danish confectionery brand

Anthon Berg will stage, with collaboration of Macis Promotions, a unique experience for the traveller during November and December 2013 themed around its award-winning 'Generosity' brand universe. Under the 'You can never be too generous' claim, Anthon Berg will have an appealing promotion stand where Macis Promotions hostesses will scan the passengers boarding pass to find out the type of seat they have and upgrade them with chocolate and give-aways that make passengers trip more comfortable.



**ALLURE HÔTESSES**  
FRANCE  
Tel. +33 (0) 1 42 96 43 00  
[www.allurehotesses.fr](http://www.allurehotesses.fr)  
Contact: Magali Fages  
[mfages@allurehotesses.fr](mailto:mfages@allurehotesses.fr)

**ALPHAOMEGA**  
ITALY  
Tel. +39 (0) 6 96 03 99 23  
Mob. + 39 347 696 71 07  
[alphaomega.it](http://alphaomega.it)  
Contact: Fabrizio Troiano  
[fabrizio.troiano@alphaomega.it](mailto:fabrizio.troiano@alphaomega.it)

**BLACKJACK**  
UNITED KINGDOM  
Tel. +44 (0)20 8742 58 00  
[blackjackpromotions.co.uk](http://blackjackpromotions.co.uk)  
Contact: Sally Alington  
[SAlington@blackjackpromotions.co.uk](mailto:SAlington@blackjackpromotions.co.uk)

**CASEY RECRUITMENT**  
IRELAND  
Tel. +353 (0) 1 6274805  
[www.caseyrecruitment.com](http://www.caseyrecruitment.com)  
Contact: Conor Kelly  
[office@caseyrecruitment.com](mailto:office@caseyrecruitment.com)

**CREATIVE PROMOTIONS**  
SWITZERLAND  
Tel. +41 44 720 33 17  
[www.creativepromotions.ch](http://www.creativepromotions.ch)  
Contact: Virginia Navarro  
[info@creativepromotions.ch](mailto:info@creativepromotions.ch)

**MACIS PROMOTIONS**  
SWEDEN  
Tel. +46 706500594  
[www.macispromotions.com](http://www.macispromotions.com)  
Contact: María Eugenia Cisternas  
[cisternas@macispromotions.com](mailto:cisternas@macispromotions.com)

**PROMOPLAN**  
BELGIUM  
Tel. +32 (0) 2 462 07 10  
[www.promoplan.be](http://www.promoplan.be)  
Contact: Serge Devos  
[serge.devos@promoplan.be](mailto:serge.devos@promoplan.be)

**RAFINANZ PROMOTION**  
HUNGARY  
Tel. +36 1 422 3155  
[www.rafinanz.com](http://www.rafinanz.com)  
Contact: Eszter Molnar  
[eszter.molnar@rafinanz.hu](mailto:eszter.molnar@rafinanz.hu)

**SPIRIT HOSTING & PROMOTIONS**  
THE NETHERLANDS  
T: +31 (0) 20 645 11 45  
[www.spirithosting.nl](http://www.spirithosting.nl)  
[www.facesbyspirit.nl](http://www.facesbyspirit.nl)  
Contact: Aridj Jaber  
[aridj@spirithosting.nl](mailto:aridj@spirithosting.nl)

**YOUNG PROMOTION**  
GERMANY  
Tel. +49 221 283 11 0  
[www.youngpromotion.de](http://www.youngpromotion.de)  
Contact: Alex Wiegel  
[wiegel@youngpromotion.de](mailto:wiegel@youngpromotion.de)

**SPAIN**  
Tel. +34 934 534 847  
[www.youngpromotion.com](http://www.youngpromotion.com)  
Contact: Eva Schlieperskoetter  
[eva@youngpromotion.com](mailto:eva@youngpromotion.com)



## Join us at our Beach Cocktail Party

The traditional APA Cocktail Party will take place at the Plage Royale, this time under the motto of Casino.

Come and join us for this exciting evening of gambling, great cocktails and invaluable networking.

With the sponsorship of Baccardi Travel Retail Division.

**Monday 21st October.**  
**18:00 - 21:00**  
**Plage Royale**  
**Boulevard de la Croisette**