

## Making the Whisky Fair come to life



Sweden is a complex market when it comes to spirits promotions in Travel Retail due to special regulations. This makes it even more important to have attractive activities as well as prepared and well trained staff to guide the customers through the best spirit shopping experience at Swedish airports.

Macis Promotions has been running a multi-site whisky fair to push sales of Diageo, Møet Hennesy, Pernod Richard, WGS and Beam Suntory. The promotion is taking place in Geneva, Zurich, St Petersburg and Stockholm Arlanda airport, where Macis Promotions staff is making the whisky fair come to life.

If you are passing Stockholm Arlanda during October, Macis Promotions staff will be happy to help you pick the whisky that suit you best! Just look for the lady in the red dress.

## Nordic multi-channel merchandising excellence



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Macis Promotions was thrilled to collaborate with **Mars Travel Retail Nordics** around a multi-channel merchandising campaign during the summer of 2015. Macis Promotions and Mars teamed up to enable merchandising according to MITR's blockbuster principles across all 3 confectionery segments of chocolate, sugar and gum served through the Global Mars brands, throughout three main retail channels, airports, border shops and ferry operations. The two month activity took place simultaneously on Arlanda Stockholm and Kastrup Copenhagen airport, as well as in a variety of border shop chains between Norway and Sweden and onboard ferries between Stockholm, Helsinki and

Tallinn. 'Organizing the merchandising activity in different Nordic countries and delivering the service at airports, ferries and border shops simultaneously, considering the different requirements and challenges that the various channels have, was an exciting adventure and a practice to look at for the future', says María Eugenia Cisternas, Managing Director of Macis Promotions. 'This collaboration has been a very interesting learning opportunity for both Mars Travel Retail as well as Macis Promotions, leaving both parties satisfied with the end result and extra sales generated for our retail partners', says Isabelle Neuteboom, Business Development Manager Nordic MITR.