



airport
promotion
agencies

Cannes 2014

SPECIAL EDITION

TFWA WORLD EXHIBITION. 26-31 OCTOBER 2014

The APA goes global and expands its activities beyond European borders



Travel Retail and new technologies: an excellent partnership

Destination targeting, a new approach to customer service



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



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Welcome

ALEXANDER WIEGEL and SALLY ALINGTON,
APA joint Chairmen



ONCE AGAIN WE ARE PROUD AND DELIGHTED TO WELCOME our clients, colleagues and partners to the TFWA special edition of the Airport Promotion Agencies (APA) Newsletter.

This year we are particularly proud to present our plans for the expansion of the APA beyond European borders. Thus, we warmly welcome our new partner in Turkey, **A Plan+**, and we share with you our upcoming landing in North America.

The travel retail industry is going through an exciting phase of change in which innovative technologies, creativity in retail and new approaches to business organisation are transforming the face of our industry. Our shopping habits have dramatically changed, therefore our selling strategies cannot remain unchanged.

Stepping into an airport used to be just a stage to reach our destination, now it has become a part of a wider travel experience.

The next pages will explore the above topics in more detail, but, before you continue reading, we would like to thank all those who have been part of our journey so far. We look forward to you joining us for the next step in this exciting adventure!

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Going Global

The APA network announces this week in Cannes the expansion of its activities beyond European borders

As we mark the occasion of the TFWA 2014, the APA –the leading airport promotions agencies network– will be announcing its expansion into Turkey and North America.

At present, the APA integrates the top European agencies in providing airport and travel retail specialists. By sharing the best practices of each partner, the APA aims to guarantee the highest quality of service and standards across all its markets.

The APA was founded back in 2005 by **Blackjack Promotions** (UK), **Promoplan** (Belgium), **Spirit Hosting & Promotions** (The Netherlands) and **young promotion** (Germany, Austria and Spain). With the incorpora-

tion of **Rafinanz Promotions**, the APA branched into Eastern European countries, such as Hungary, the Czech Republic and Poland. The pan-European ambition was then boosted with **Creative Promotions** (Switzerland and Portugal) and **Casey Recruitment** (Ireland) joining the network. The launch of **Ma-cis Promotions** enabled the APA to commence operations in Sweden and Denmark and of course we also have capabilities through our preferred suppliers in France and Italy.

One Step Forward in Quality

An exciting new move was the APA's signing of the first Service Level Agreement (SLA)

with P&G, in 2012. SLAs are a significant initial step towards a multinational level agreement which permits the most renowned brands in the travel retail sector to ensure similar criteria and consistent quality across all their European markets, as well as to achieve economies of scale and financial benefits.

In 2013 the APA signed a new SLA with Bacardi-Martini, thus boosting and setting the benchmark for this type of agreements, a ground-breaking development in the sector.

A Global Approach

Here, during TFWA 2014, the APA network presents its expansion plans for next year. For the

first time, the APA will be going global and expanding beyond European borders. The new APA partner in Turkey, airport agency **A Plan+**, is managed by Chairman Filiz Ehliz and is currently operating in Istanbul airport with plans to open in other Turkish airports in the near future. Turkey is not just a vital market in the travel retail sector today, but is also a gateway to other Middle East, Central and East Asian markets.

Following its global strategy, the APA is now prospecting po-

tential partners in the Russian and Chinese markets, and some interesting conversations are already underway.

A big development in our industry last year was the acquisition of APA founding partner Blackjack by the North American-based multinational **ABM** in August 2013. Blackjack –and, therefore, the APA– now faces the exciting opportunity to take airport experiential marketing and travel retail services to the USA. Although the potential of

the travel retail market is still largely unrealised in the USA, Blackjack managing director, Sally Alington, has already been involved in discussions with key client partners and is of course, prepared to be at the forefront of industry developments across the Atlantic.

It is for these reasons of ‘going global’ that the APA picked the theme for its traditional cocktail party on Monday evening to be ‘The world is your oyster’ (more info on page 12).

Creative Promotions Expands to Portugal

The APA partner in Switzerland, **Creative Promotions**, has recently announced the expansion of its activities to Portugal, starting with two Brand Ambassadors for Diageo in Faro and Lisbon airports. Virginia Navarro, owner of the company, celebrates this great step forward. “It is a very interesting market for global brands because Portugal’s airports welcome so many high spending travellers, mainly Brazilians”, Navarro explains.

“Besides, the TR industry in Portugal is still maturing and this is coupled with the fact that there are no agencies able to offer the scope of quality services that we can do, so there was a real gap in the market and I feel the growth potential in Portugal is extremely positive”.

A PLAN+

Introducing A PLAN+, APA’s new partner in Turkey

Based in Istanbul, **A Plan+** is an airport promotions agency specialising in duty-free/travel-retail and luxury goods. It works with a range of clients including ATU Duty Free, Dior, Hermès, L’Oreal Look and LVMH Fragrances.



Sally Alington,
APA Joint-Chairman

“We have spent a long time looking for the right partner to help strengthen our network and expand into Turkey. We are delighted to add A Plan+ to our portfolio of agencies.”



Filiz Ehliz,
A Plan+ General Manager

“I am delighted to join such a professional network. I look forward to a strong future supporting each other as we aim to promote best practice in the travel retail space.”

Celebrating a year of success



APA Guest Speakers at Annual P&G BCs Event

Aridj Jaber, former commercial manager of **Spirit Hosting & Promotions**, and Márk Zala, country manager CZ & SK at **Rafinanz Promotions**, were the representatives of APA at the Annual BCs event held by Procter & Gamble Prestige last February in Lisbon.

As Guest Speakers within the framework of a conference on *High Spending Nationalities in TR*, they gave a lecture entitled *How to Approach Russian & Chinese Shoppers in Travel Retail*. Their speech focussed on the best tips and methods to build a strong relationship based on trust between the beauty consultant and the target customers, always considering cultural and language barriers as well as their perfumes preferences.

The APA was delighted to have this chance of reinforcing its cooperation and sharing experiences with P&G.



Introducing Dolce, one of top summer fragrances across Europe

Spirit Hosting & Promotions proudly staffed the P&G launch of Dolce, by Dolce & Gabbana at Schiphol Airport.

Boss Ma Vie Worldwide Exclusive Launch



After the incredible success one year ago of the launch of Boss Jour, **Blackjack** was once again the primary agency partner for P&G Prestige across UK airports for the worldwide exclusive launch of *Boss Ma Vie*.

The APA is proud to celebrate the continuity of its pan-European Service Level Agreements for TR Promotions with Bacardi and P&G. The trust and strong relationship with such renowned global brands have helped drive the APA's commitment to excellence as well as to develop new strategies to increase sales and raise the bar with customer service standards. Many other brands have shown an interest in the benefits of working with the APA, such as having a single point of contact for all core markets and consistent standards in terms of reporting, joint training programmes and best practices.



We met Felipe Massa in Barcelona

The Formula 1 driver Felipe Massa, of Williams Martini Racing Team, visited the main World Duty Free shop at the airport of Barcelona in August, accompanied by members of Bacardi GTR.

young promotion Spain was proud to provide staff for this event, a great chance for travellers to meet the racing idol and taste fantastic Martini Cocktails.



Bacardi & APA 'Train the trainer' session

April 2014 marked the second consecutive year that Bacardi decided to sign an agreement with the APA due to the success of the first year of working together in an exclusive capacity.

The agreement was signed during the annual centralised training session at APA and Spirit Hosting and Promotions HQ in Amsterdam.

The most experienced BAs and trainers from every agency attended this session in order to spread their new knowledge to their teams in every country.

“The participants from all across Europe brought with them even more enthusiasm than the year before with lots of new faces and energy, in the midst of one of our most exciting years”, said Bacardi Global BA Marc Plumridge.

Bacardi opens first Grey Goose shop-in-shop concept store



One of the great novelties at Schiphol Airport this year is the possibility for passengers to have a tasting of liquor in the shop. **Spirit Hosting & Promotions** is very proud to host these tastings for great Bacardi promotions, such as the Grey Goose Shop in Shop, Gran Reserva, Cuba Libre and Aberfeldy whisky.

When Technology meets TR

New technologies can be a great tool to increase brand engagement in TR. Physical points of sale are being reinvented with interactive displays, large video walls and gadgets that allow to customise products or having them tested in virtual environments.

Macis Promotions & Anthon Berg deliver sweet upgrades in Stockholm airport



The promotion, called The Anthon Berg Generous Chocolate Upgrader, is described as an opportunity for travellers to get a free and generous chocolate upgrade if they have been assigned a bad seat on the plane. **Macis Promotions** has carried out this award winning concept at Arlanda airport.

The level of upgrade is based on information from the boarding card and from the Seatguru database –a TripAdvisor service. Upgrades may be chocolates or even Anthon Berg neck pillows and eye masks.



Spirit presents the new electronic bicycle Mandofootloose

APA's Dutch partner, **Spirit Hosting & Promotions** introduced in Amsterdam the new electronic bicycle, which is the first retractable E-bike.

The promoters showed passengers that the bike can be carried easily as a suitcase while travelling.

Casey Recruitment uses iPads to promote Dublin Airport Services

Casey Recruitment recently staffed a promotion designed to highlight Dublin Airport Travel Services. Using iPads, Casey's team allowed passengers both travelling to and from the airport to book a range of services including executive lounges, concierge, fast track, airport club and platinum services amongst others. The promotion was incredibly successful in creating awareness of the re-launch of the services.

Designed to optimise time spent at the airport for both business and leisure passengers, the travel services promotion aimed to provide a one stop shop for all of the fantastic services on offer.



The world through Google glasses!

young promotion and **Blackjack Promotions** have been the first agencies to implement the last great gadget of Google in promotional campaigns in airports.

The picture aside shows a moment of the launch of BMW i8 in German airports. Passengers would wear the Google glasses and interactively live many features of the car. An experience they will hardly ever forget.

Creative Promotions hosts exciting Lindor contest in Zurich

APA partner in Switzerland, **Creative Promotions**, carried out an exciting Lindor campaign, centred on a contest in which travellers could get attractive prizes —from chocolates to a digital camera— via an interactive game. The same activity was held in Italy and Germany, a great demonstration of pan-European service delivery through the APA!



An iPad Magician to draw public at Barcelona Airport



young promotion successfully provides sales staff and theatrical staff for contentainment in Spain and Germany. In Barcelona, the “iPad Magician” entertained passengers during the World Mobile Congress.

L’Oreal Color Genius in Copenhagen

The use of Color Genius helps passengers to match different products, like lipstick with nail polish. Passengers, invited by **Macis Promotions** staff, find this tool fun and exciting and it automatically allows promoters to generate additional sales.

After the great success of Color Genius digital application at Copenhagen airport, L’Oréal Paris Travel Retail will soon be launching its new Switch the Look application!



CASEY
RECRUITMENT

USA Personal Shopping Service



Casey Recruitment, APA member in Ireland, has been running a personal shopping service targeting passengers travelling to North America; the service has been both an information service as well as a sales exercise. The idea is to drive traffic from North America bound passengers back to the duty free shops. With six shifts per day, the service covers all categories and has seen a lift in sales across Terminal 2, Dublin Airport. The service, originally planned as a short term project, will now run until the end of December due to the great success of Casey Recruitment's team.

Best Service Innovation 2014 for Personal Shopper Service in Frankfurt

young promotion and its affiliate company **Airport Staff** celebrate three years of success of the Personal Shopper project which has been recently awarded by YouGov. The first place in the category 'Supervise and Help' was for the perso-

nal shopper service from Frankfurt Airport (Fraport AG). Support service employees assist Chinese, Russian and Japanese passengers in their native language while shopping at Frankfurt Airport as well as with the reimbursement of VAT.

Introducing World Duty Free's Destination Bar in Heathrow T2

Blackjack was excited and privileged to be launching the destination bar in World Duty Free Terminal 2 in conjunction with Diageo. The concept of the bar is to be able to change the brand of liquor on promotion up to 4 times per day and as appropriate to the different passenger profiles and destinations passengers are flying to throughout the day. With a digital pillar and magnetic branding on the bar itself, the entire process of changing over from one brand to the next happens in a matter of minutes. Even the bottles of stock on display are switched. So don't think you are going crazy if you walk into WDF T2 in the morning and see a Pimms Bar and then later in the day see Talisker Dark Storm on promotion!



How TR market concentration impacts our business



ALEX WIEGEL,
APA joint chairman,
young promotion
CEO

The effects of TR market concentration are increasingly noticeable.

The small number of worldwide retail operators controlling a huge market share, the high barriers for brands to enter in terms of requested margin, turnover and investment and the legal and financial requirements of the largest airport operators have made Travel Retail an industry suitable only for big players.

In an environment strongly influenced by the concentration, agencies providing

airport staff cannot be left out. Therefore, the existence of the APA today makes more sense than ever.

A global supplier of airport personnel can work at the same level as operators, retailers and brands. This means we are able to solve the needs of customers operating in a multinational market, team up to negotiate contracts and ensure margins, use common knowhow to improve single innovation and quality.

In short, a winning bet for the future of our industry.



New management, same commitment

Day-to-day management of **Promoplan**, APA partner in Belgium and Luxemburg, will soon be in the hands of a new management team. Current CEO and main shareholder Nancy Agten is keen to pass the baton to new talent and to continue her own activities only behind the scenes.

Sylvie Floryn is the new CEO and, with a wealth of international sales & marketing experience will be in charge of day-to-day management. Sven Van Meerbeeck, as commercial director, will take on the cosmetics & all-duty-free departments. He, too, has extensive experience in retail,

marketing and sales, at the Brussels Airport Company and the Belgian Sky Shops among others.

Serge Devos continues to be part of the management team as commercial director of sales promotion & merchandising. Furthermore, he has increased his share in the company. Current financial director Francine Lazarus will continue in her role until a worthy successor has been identified.

Meanwhile, Promoplan's successful operations have attracted the attention of Green Park Investment Partners, who are injecting new capital into the company. The participation of this investment fund will add growth potential.

With its permanent team of 28 employees and hundreds of loyal promotion workers being sent out into the field every month, Promoplan is happy to continue to grow along the same path.



Russian tax free spending falls.

The business has been hit by the falling value of the Rouble and the impact of the Ukraine crisis this year, which affects mainly the luxury product range.

The impact on the number of passengers into/from Russian Federation is significant. Due to sanctions many of Russians are choosing non-EU or domestic destinations (e.g. Crimea).

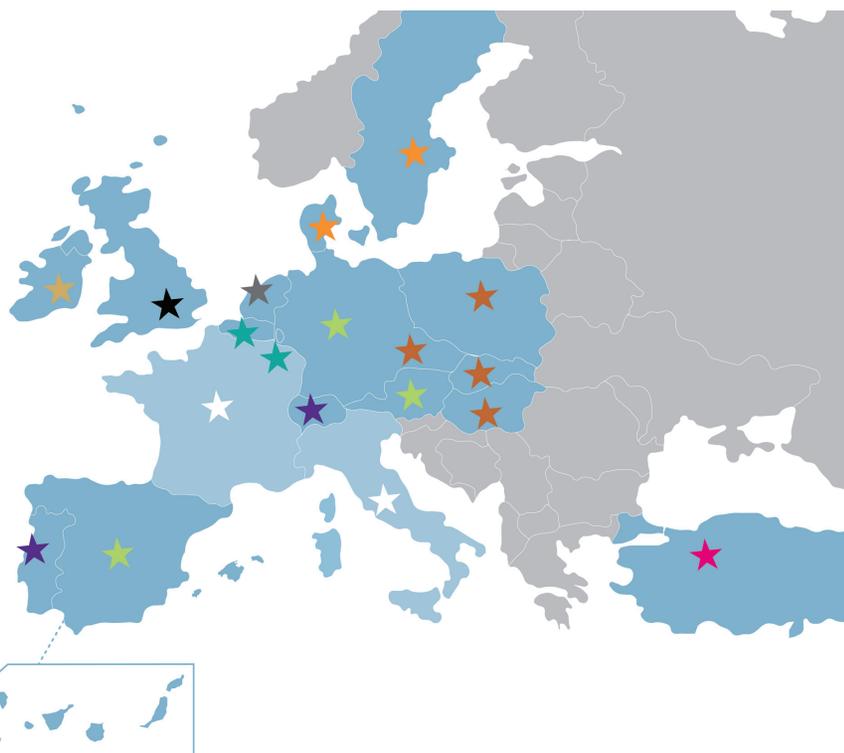
Emirates will fly daily to Budapest from Dubai

It was announced a short time ago in Dubai that Emirates Airline will commence daily scheduled flights between Budapest and Dubai from autumn this year.

Air Transat flights to Budapest

Air Transat has added Budapest to its transatlantic program for 2015, with the addition of weekly direct flights departing from Montreal and Toronto.

Wizz Air will also launch flights to Lisbon and Maastricht.



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Do not miss our Beach Cocktail Party

The traditional APA Cocktail Party will take place on Monday at Plage Royale, this year under the motto of *The world is your oyster*.

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

With the sponsorship of Bacardi Global Travel Retail Division.

Monday 27th October
18:00 - 21:00 h.
Plage Royale
Boulevard de la Croisette

