

The Art of the Gift

OPENING UP PURCHASE OPPORTUNITIES

DIGITAL WORKSHOP TFWA 2017

By Stéphanie Metz-Thevenod,
EVP Marketing & Digital – Duty Free Global

Lagardère
TRAVEL RETAIL



PASSENGER FOCUS

CONVERT

5 SHOPPERS

OUT OF

10

PASSENGERS

CUSTOMERS ARE MAINLY INTERESTED IN HOME DELIVERY
CLOSELY FOLLOWED BY SHOP & COLLECT

HOME DELIVERY



63%

SHOP & COLLECT



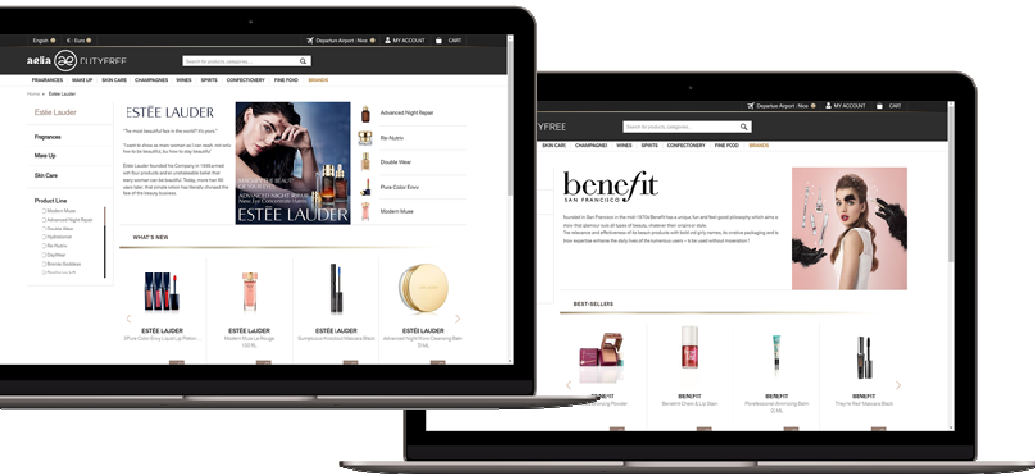
61%

CLICK & COLLECT



48%

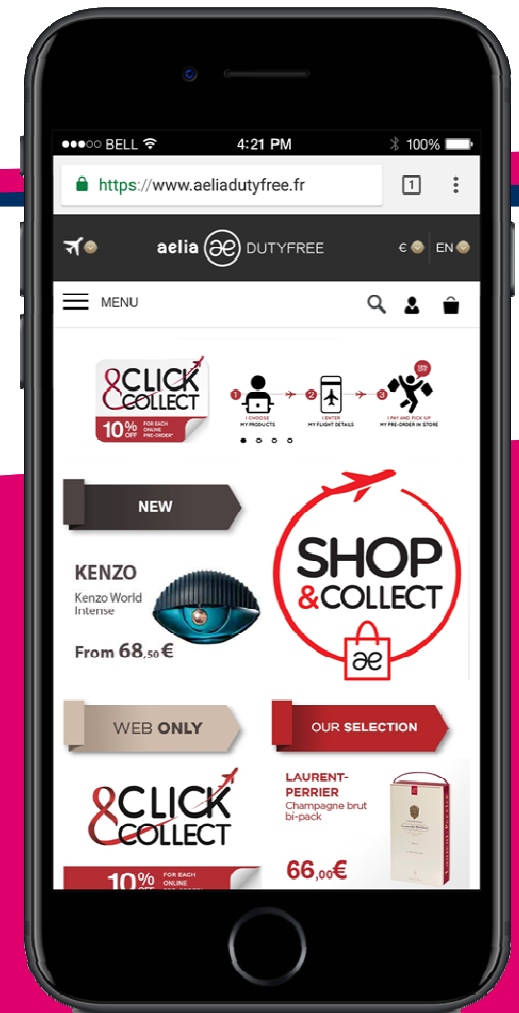
AELIA DUTY FREE OMNI-CHANNEL SERVICES IN 2017 INDUSTRIALIZATION & EXPANSION!



CLICK & COLLECT IN 2017:

- 11 European airports
- 7 Pacific airports
- 1M Unique Visitors
- 9 400 SKUs online
- 10 Brand Boutiques

SHOP & COLLECT: Paris, Luton and Lyon



DIGITAL & OMNI-CHANNEL

IN 2018, WE NEED YOUR SUPPORT TO MOVE ON FORWARD
NEW CUSTOMER CENTRIC SERVICES AND SOCIAL MEDIA



**CLICK
& COLLECT**



**SHOP
& COLLECT**



**HOME DELIVERY
AELIA DUTY FREE APP.**

**DIGITAL
BLACKBOOK**



**SOCIAL MEDIA
(BLOGGERS & INFLUENCERS)**



Partnerships with large audience
mobile apps / websites



Piggyback



**OUR CUSTOMERS WANT TO CONNECT WITH BRANDS VIA ENRICHED
 CONTENT IN ORDER TO PROVIDE THEM A MEMORABLE EXPERIENCE**

Product (Novelties and Exclusives)

Media (Advices / Brand Heritage / DNA, Ad Movies, Tutorials)

PUSHING FURTHER DIFFERENTIATION AND UNIQUENESS

WELCOME PEPPER ROBOT IN ROME AVANCORPO

