



NEUHAUS

BELGIUM • 1857

A KISS IS STILL A KISS

**HOW TO MARRY CASH &
UNFORGETTABLE MOMENTS**

1

FIVE PRINCIPLES

I am 21.427 days old.

- Probably forgot 21.327 as ‘just another day’
- (Un)fortunately do remember 100 extreme days.
- We live in a world of ‘moments that make a difference’.
How can we apply this idea to 50 minutes spent in an airport?

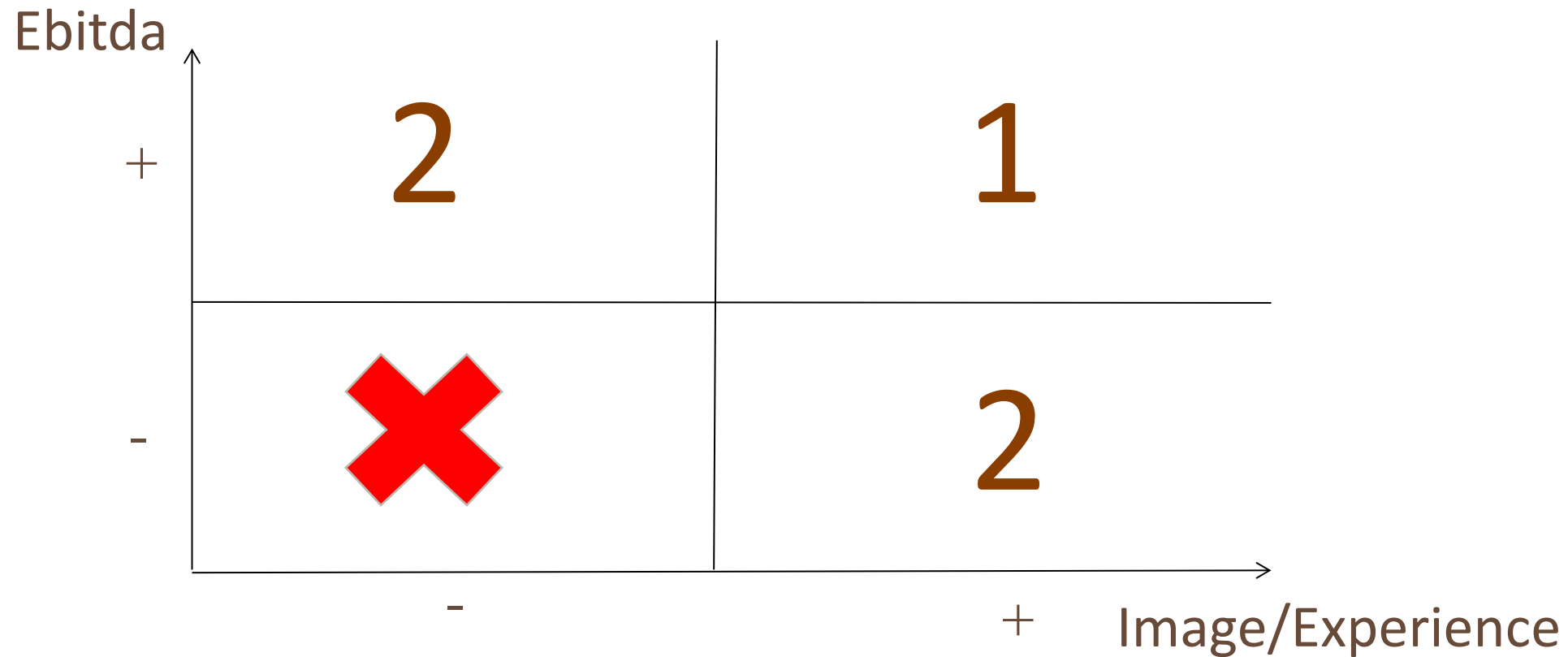
The story of the Last Domino.



- Nothing exists if it has not been implemented well to the consumer.
- The pitch never lies.

Good decisions either build EBITDA and/or EXPERIENCE.

1. In order to create 'moments' we need to find an adequate mix between the two
2. In order to create 'moments' we need a mind-set of 'Trading Up'



The story of the violin player in Washington DC

Even the best violin player in the world is ignored when he's in the wrong setting. **The product is still fantastic but no one is buying it.**

B CONVERSATIONAL b-conversational.com twitter.com/stevenVBe

Brand building will survive any disruptive economy ... always.

- People cannot live without identity, emotions nor social status.
- The link of 'truth' and 'dream'.

- **A kiss is still a kiss**

2

NEUHAUS BRAND



Recognizable shape - Link with history - Ownable - Optimal use of space - Stand Out

Pralines are our core business with more than 70 different tastes and textures ‘crafted with ingredients of natural origin’.



CARAMEL



CRUNCHY



FRUITS



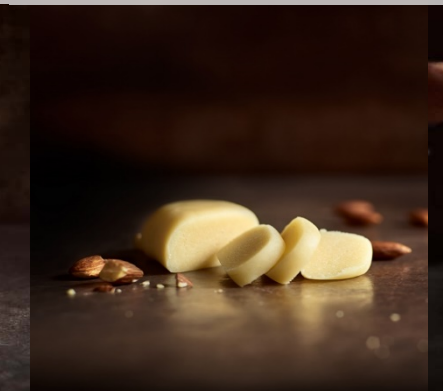
TRUFFLES



GANACHE



PRALINÉ & GIANDUJA



MARZIPAN



CREAM



ORIGINAL BELGIAN CHOCOLATE

A photograph of three chocolate ice cream cones on a wooden surface. The cones are in gold and brown paper liners with a circular pattern. The ice cream is a rich chocolate color, swirled into a peak. Scattered around the cones are several pieces of hazelnuts. The background is a white marble surface. The text 'MADE IN BELGIUM SINCE 1857' is overlaid in the bottom left corner.

MADE IN BELGIUM SINCE 1857



HANDCRAFTED IN BELGIUM

INVENTOR OF THE ORIGINAL BELGIAN PRALINE



Neuhaus segment consumer focus on world view rather than demographics, which brings us right at the centre of Premium World Travel interests.

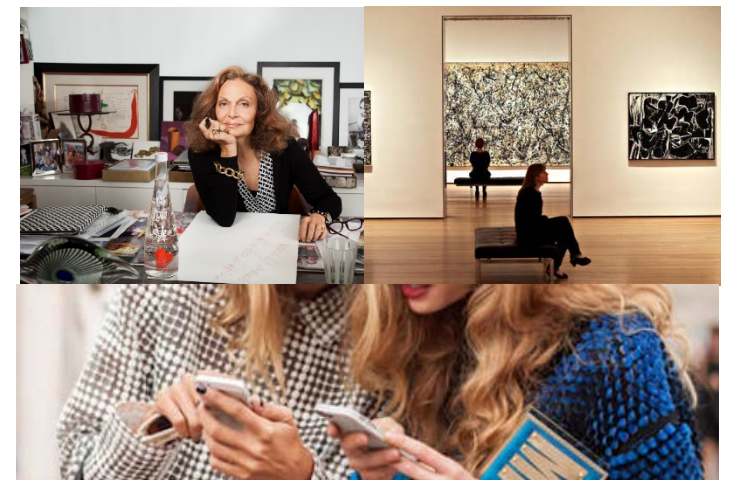
Gastronomes



Travellers



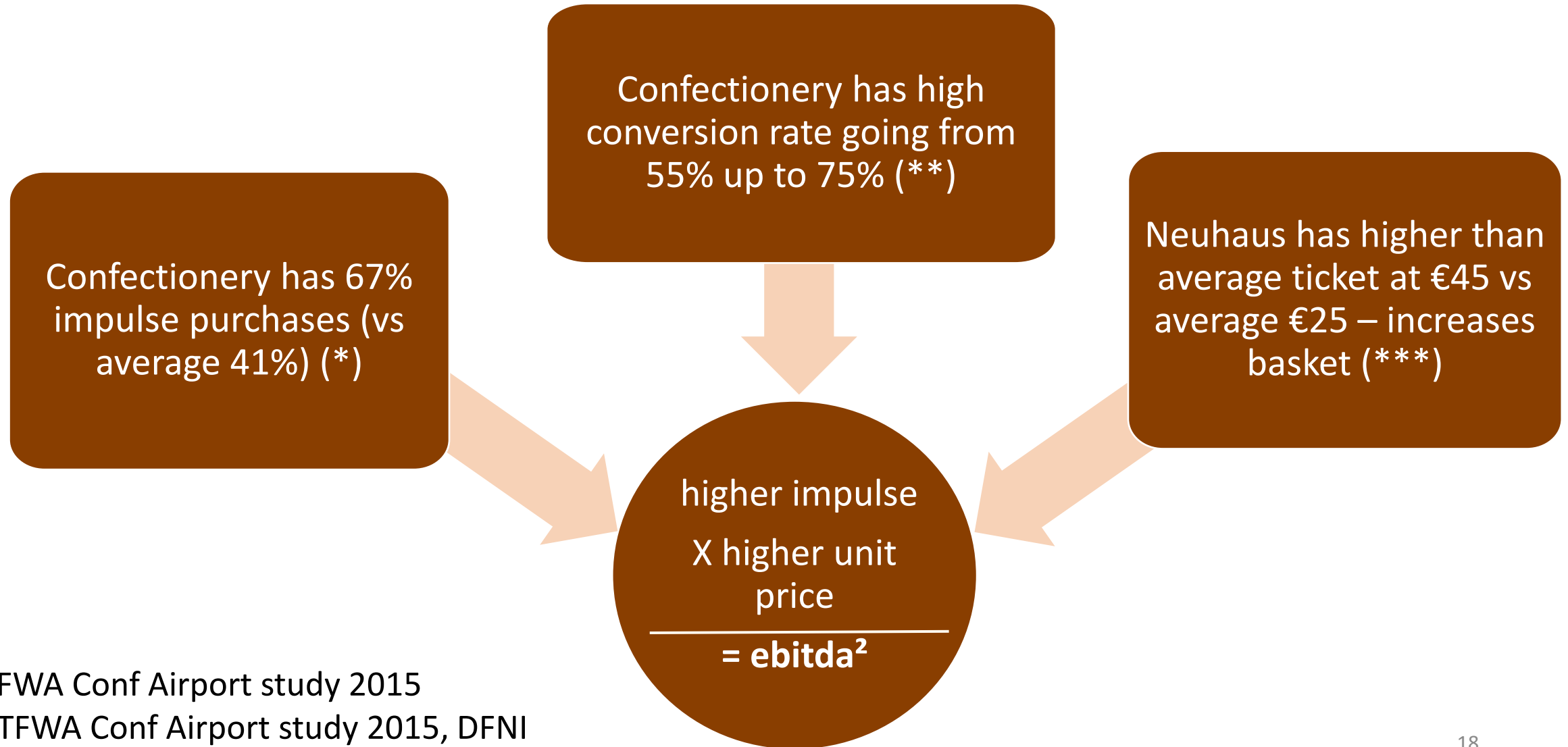
Fashion and Design Lovers



3

BRING VALUE (ebitda and image)
TO TRAVEL RETAIL

Premium chocolate has strong additional ebitda potential ... all it needs is more space



(*) TFWA Conf Airport study 2015

(**) TFWA Conf Airport study 2015, DFNI

(***) TFWA study + Operator data

Paradigm adds ebitda ... in every boring detail of real consumer behaviour

- Invest in experiments & analyze incremental ebitda impact ...
- ... on impulse at cash register, sampling, promotions in shelf, out of shelf, chocolate statues, cross category

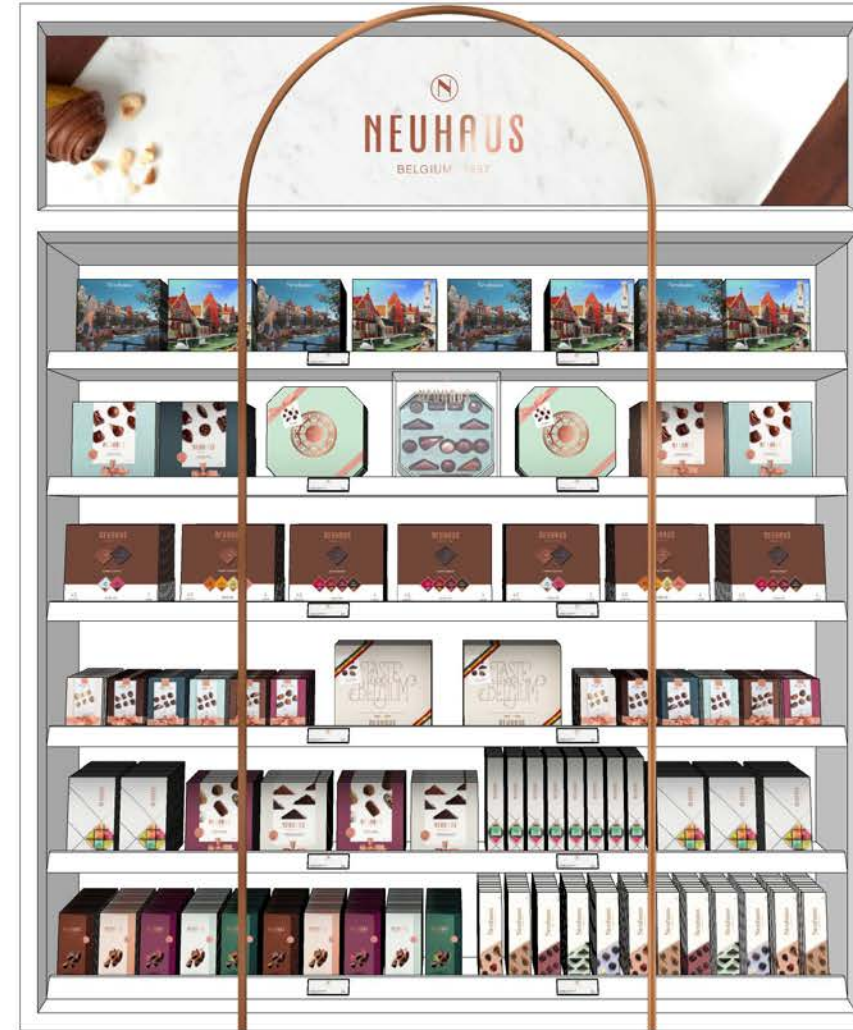
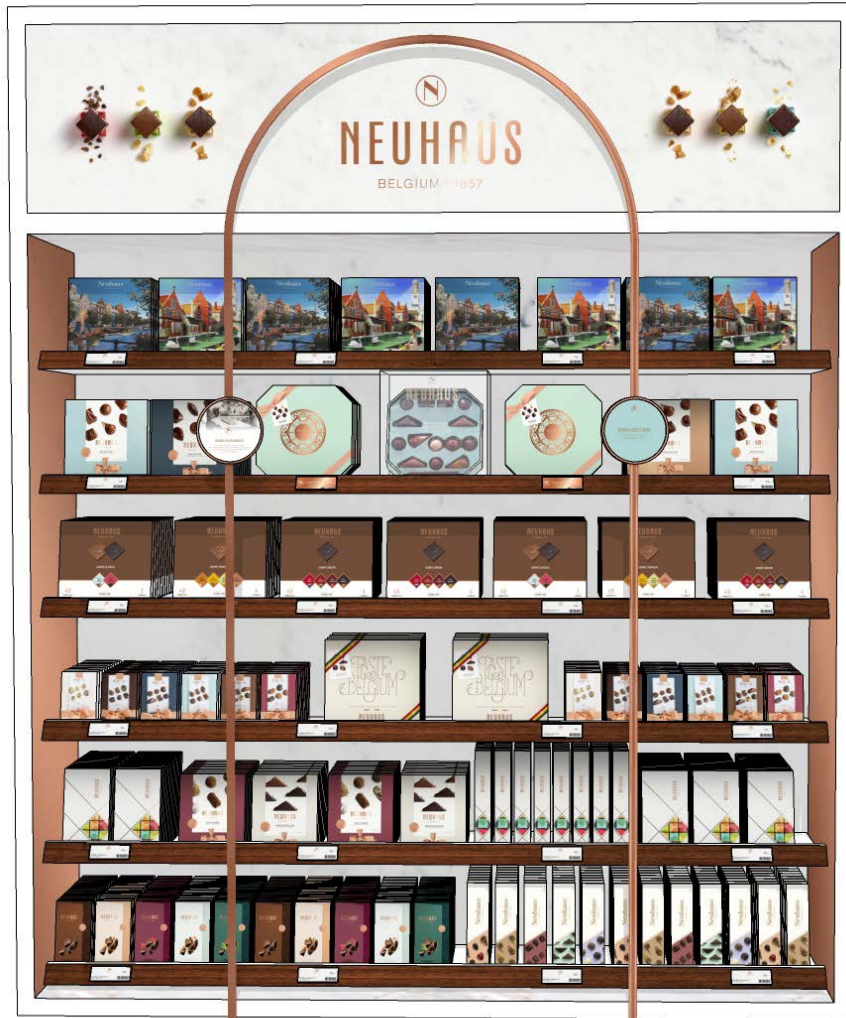
Ebitda = Develop premium gifting



Ebitda= Premiumize the snacking moment



Ebitda = Increase premium impulse by adding 'story to the shelf'



Ebitda = Increase premium impulse by adding 'story to out of shelf'



'Moments of surprise' via chocolate statues that enchant travellers



‘Moments of top shopping’ at The Belgian Chocolate House, an award winning multibrand chocolate retail concept.



'Moments of free tasting' via a ritual at Brussels VIP Protocol.



‘Moments of free tasting’ by a coffee pairing ritual at Frankfurt Lufthansa Lounge



“Magic Moment” at Lufthansa Senator Lounge





'Moments of delight' in the Brussels Airlines business lounge "The Loft"





'Moments' by surprise gifting in business class at Brussels Airlines



@maantigo
3d ago

#BrusselsAirlines seat 4E #business class #BRU- #LFW (Lomé) A very nice experience. Good food, friendly crew and a big box of #Neuhaus #chocolate as a parting gift! #avgeek #aviation #airbus #A330 #tagsforlikes #instacool #igers #travel #traveller #traveling #travelgram

[Edit Text](#)

♡42 💬4



ifly2c
Atlantic Ocean

[Follow](#)

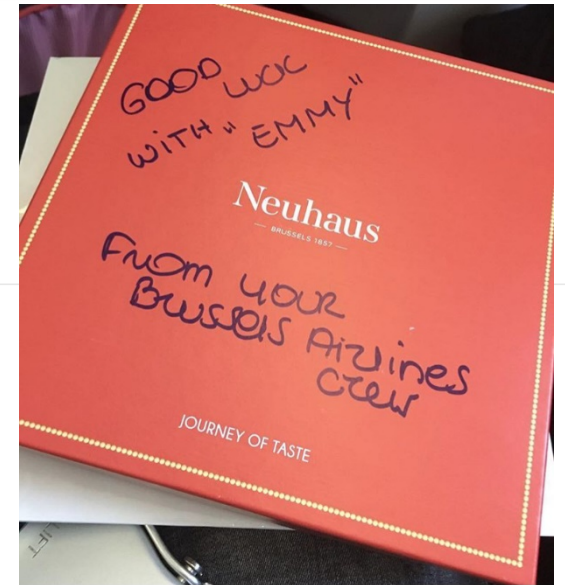
16 likes

3h

ifly2c Welcome in Business Class →
♥#brusselsairlines #businessclass
#neuhaus #chocolats #winselection
#style #follow #crewlife #onboardservice

♡ Add a comment...

⋮



urbanmini_sarah en 658 anderen vinden dit leuk
adriaanvandenhoof Landen in #newyork en dit krijgen van de heel lieve mensen van #brusselsairlines #emmyawards #efkesdatbeeldjeophalen 32

'Moments of curiosity' when people leave Brussels Airport



4

BRING EBITDA &
MOMENTS TOGETHER

In order to provide 'ebitda and image' to 1 consumer in 1 airport, we need to talk & negotiate with 4 players.

- It takes a lot of energy for the 'last domino' to fall and have consistent execution.
- At Brussels Airport, we are fortunate to have good partners, an ecosystem of parties that get along and knowledge of the field (home market) ...
- The big problem 'in the industry' are both distance and potential conflicting agenda's between parties involved:
 - Airport needs to offer 'experience' to traveller but does not always offer 'financial deal' to operator to provide it. **Ebitda beats image 'big way'**.
 - Airlines need to offer 'experience' to traveller, but have low operating margins (low part of the pie).

(...)

In a world of 'split cash flows', who can bring the consumer back to the center?

- A common goal = avoid 'Frankenstein-consumer'.
- Airports seem best placed to take the lead. Can 'operator contracts' allow for 'experience building fees/space'?
- Passengers choose airlines – how can they work better with brands to monetize this?
- Impulse categories will be least affected by on-line competition.
- **Premium brands will always want to dance ...** at least to this old perpetual song.



THANK YOU

