

Mouton Cadet

Objective

- Promote Mouton Cadet as the official red wine supplier of the Ryder Cup and increase sales of the product in duty free.

Solution

- Target lounges where customers will be flying to Scotland for the Ryder Cup.
- Each lounge (LHR T5 First Lounge, LHR T5 Club North and Edinburgh) contained a dedicated area for wine sampling as well as a combination of static posters and leaflet placement.
- 1 full page in High Life September issue with advertorial coverage within the golfing feature.

Results

- The wine sampling was extremely popular. All wine was consumed by day 17 of the campaign.
- All on board duty free sold out during the 1 month campaign.
- 75% of World Duty Free stock sold at London Heathrow and Edinburgh airports during the campaign period.
- Mouton Cadet used this campaign to highlight company best practice.



In Lounge – Product Placement and Brochures



In Lounge – Sampling and Static Poster



Onboard – High Life magazine