

Molton Brown

Objective

- To give British Airways premium customers the opportunity to sample and engage with Molton Brown Vintage 2015 - with Elderflower Body Lotion and Bath & Shower Gel.
- To offer this engagement in a way that seamlessly fits into the customer journey.

Solution

- Beautifully presented table displays distributed throughout LHR T5 First lounge.
- Customers were able to directly sample the product.
- Complemented by brochures and leaflets with a unique BA customer offer to drive redemption at the LHR T5 store.



In Lounge – Table display and Brochures

Results

- High customer interaction of sampling the products.
- Frequent replenishment of the brochures due to popularity with customers.
- Positive customer feedback on the products and promotion.



In Lounge – Table display and Brochures