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Budapest Airport shortlisted for two leading travel retail awards

Budapest Airport has been shortlisted in two categories at this year's Frontier Awards – the Oscars of the travel retail industry, which are presented on 29 October during TFWA World Exhibition & Conference in Cannes.

The nominations are for Marketing Campaign of the Year by a Retailer/Airport for its Valentine's Day promotion, and Partnership Initiative of the Year for its Trinity promotion held in July in conjunction with Heinemann Duty Free and Zwack Unicum, the popular 220-year-old Hungarian herbal liqueur.

"The ideas behind the concepts of the two shortlisted activities were based on a totally new approach to promotions, and the implementations were successful way above our expectations, thanks to our creative agencies," explained Andrea Trencsén, Head of Marketing and Innovation, Budapest Airport.

Valentine's Day promotion – a 'truly touching experience'

Budapest Airport prepares a special promotion for Valentine's Day each year, and this year created a truly unique experience over three days. It used the time passengers spend in the departure lounge after bidding farewell to their loved ones to conjure a special and personal surprise. Airport hostesses recorded special videos with the family members and friends of departing travellers. They then located the passengers at their boarding gates and played them their message on a heart-shaped tablet.

"The effect and the joy turned the last moments before departure into an unforgettable, truly touching experience for passengers as they viewed the messages from their loved ones, and also received a gift," Zoltán Keresztessy, Commercial Marketing Manager, Budapest Airport said. "As a result, more than 78,000 people watched the videos on YouTube and became all emotional in the space of a single week."

Watch the video: <http://www.youtube.com/watch?v=QA7Bah5MM28>

Trinity promotion – 340% sales increase

Heinemann Duty Free is the major retailer at Budapest Airport, with a walk-through store in SkyCourt and two other stores on the piers, so they are fully in focus when the airport plans its marketing activities.

Zwack Unicum was the first brand to participate in a Trinity promotion with Heinemann Duty Free and Budapest Airport. While launching a new product in the Hungarian market – Unicum Plum – they seized the opportunity to introduce the new flavour to travellers as well.



Photo caption: A unique 3.5m tall Unicum bottle was installed in the SkyCourt departure hall at Terminal 2, with a mini brand museum inside. A tasting stage in front of the bottle allowed passengers to taste three different Unicum varieties, including the new Unicum Plum. Scent marketing was also used, with a Unicum aroma supporting the promotion.

“This brand experience for the passengers was the major success factor – before they purchased some Unicum in Heinemann Duty Free, they tasted and became aware of the story of Zwack,” Keresztessy commented.

The popularity of the promotion saw over 8,200 bottles sold, with sales increasing by an impressive 340%.

As Hungary’s major gateway, Budapest Airport introduces a ‘sense of place’ in most of its campaigns. The mix of local souvenir shops includes Herend porcelain, Memories of Hungary, and Hungaricum, and the many fabulous Hungarian products include different wines and digestives like pálinka or Zwack Unicum, delicacies like Pick Salami or goose liver, as well as paprika, the symbolic spice of the country’s cuisine.

Looking ahead, Budapest Airport is continuously working on new ideas and promotional concepts to surprise passengers and offer them a unique experience. In October, it has combined two products in one Trinity promotion – Tokaj wines from the Dereszla winery and Rex Ciborum goose liver from Merian. “We think this combination would be the most popular gift for foreign visitors to purchase for their friends and families at home,” Trencsén added.

And for the Christmas festive season, the terminal will be transformed to resemble a typical Hungarian Christmas market, with special tastings and gift giving activities.

Trencsén adds: “The continued recognition we have received this year is tribute to our hard working great team. Being shortlisted for another of the most widely-recognised achievement awards is indication that, not only do we believe in our innovative marketing activities, but the industry does as well.”

Continuing to listen to the voice of its customers, Budapest Airport has fulfilled another of the long-standing wishes put forward by passengers, with the opening this month of the latest spectacular development – ‘The Terrace’ in Terminal 2. Offering a direct view of the air traffic control tower and Terminal 2 apron, visitors can now marvel at the hustle and bustle of the airport while enjoying a drink in the comfort of the Terrace Café, operated by the airport’s long-standing food and beverage partner, SSP Hungary Kft.

Notes for Editors

- Budapest Airport Zrt. is the operator of Budapest Airport. It is owned by an international consortium of investors, led by the privately-owned German company AviAlliance, an independent airport manager holding a 52.66% stake, together with Caisse de dépôt et placement du Québec (20.17%), Malton Investment Pte Ltd. (22.17%) and KfW IPEX-Bank GmbH (5%).
- Budapest Airport welcomed 8.5 million passengers in 2013, flying on the airport’s services to 99 destinations across 34 countries.
- Monthly passenger traffic growth in the period to end-September 2014 has exceeded +7%.

To find out more on Budapest Airport, visit www.bud.hu

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