

14 May 2014

## **BUD is in the air: the airport wins top rankings with its promotions**

Budapest Airport has scored a 2<sup>nd</sup> and a 3<sup>rd</sup> rank in the Hungarian creative marketing competition called "Hipnózis". The jury awarded a "silver medal" to the so-called trinity promotion of new Hungarian spirit brand Unicum Szilva, while the Valentine Day's video promotion of Budapest Airport received a bronze for its unique creativity.

Budapest Airport has joined forces with Heinemann Duty Free and different Hungarian top food and beverage (wines and spirits) brands for the promotion and sale of local products. The "trinity promotion" as it is called in the airport industry proved to be a great success since it reached a valuable customer segment (air travelers) and increased publicity of these brands through tasting which helped to increase sales.

In the case of a new oak-barrel aged plum brandy of traditional Zwack distillery introduced to the market in 2012 called 'Unicum Szilva' sales went up by 340% thanks to this promotion at the airport duty free shop and some 25,000 thousand passengers tasted the new product. Since then some other traditional high-class Hungarian produce participated in the trinity promotion like Royal Tokaji desert wine, limited-edition red wines from Szekszárd region, Szamos marzipan desserts or goose liver products. In case of foie gras the agriculture marketing organisation called Agrár Marketing Centrum was involved to support the special appearance at the airport of the smaller producers. The promotion continues this month with the traditional Pick salami at the airport.

The three day Valentine's Day promotion of Budapest Airport was ranked 3<sup>rd</sup> among the most creative marketing tools. The one-day action was as simple as ingenious: family members and friends, remaining at home in the terminal after seeing off their relatives, were offered to record a small farewell-video on a tablet for their loved ones that was taken to the boarding gate area by hostesses and played for the outgoing passengers as farewell gift for Valentine's Day. The promotion was an absolute hit at the airport, the video produced about it and published on BUD Facebook site was one of the most favorite ones with the public. It was viewed by no less than 75,000 people on YouTube, shared by 265 on Facebook, it has received 1,525 likes, inspired 42 positive comments!

"We are very proud of these awards won in the prestigious 'Hipnózis' competition of the marketing community in Hungary since they praised the creativity of our people and our partners in both promotions Tibuktu and HD Group." said Kam Jandu, Chief Commercial Officer of Budapest Airport. He added: "We will continue to entertain our passengers with little or big surprises at the terminal with promotions that appeal not only to the purse but also to the heart. Together with our partners and especially their Hungarian suppliers we want passengers to leave Budapest literally with a good taste and a good memory of Budapest."

(Text prepared by Budapest Airport)

## 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 49.67% stake, together with Caisse de dépôt et placement du Québec (18.17%), Malton Investment Pte Ltd. (18.17%), Aero Investment S.á.r.l. (10%) and KfW IPEX-Bank GmbH (4%).
- Budapest Airport welcomed 8.5 million passengers in 2013, flying on the airport's services to 99 destinations across 34 countries.

To find out more on Budapest Airport, visit [www.bud.hu](http://www.bud.hu)

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