

Supporting a seasonal fragrance campaign, 'Essence of Spring' at Heathrow Airport



As part of the client's seasonal campaign—'Essence of Spring'—activating their latest fragrance in Heathrow was a key pillar of the wider strategy.

CHALLENGE

An airport retailer wanted a seasonal campaign that engaged customers with a touch of emotion. In collaboration with *ABM Experience Solutions*, they asked customers to pause for a moment and welcome the joys of the new season via the 'Essence of Spring' experience.

SOLUTION

AX assisted with the design, production, installation, and staffing of this activation. The result gave people a reason to pause in-store, encouraging customers to reflect and share their feelings for Spring's arrival on handwritten notes pinned to a pink blossomed wishing tree, located in Duty Free stores in Heathrow Terminal 4 and Stansted Airport.

Passengers travelling through the stores were invited by dedicated brand ambassadors to write their feelings or wishes for Spring, and hang them on the tree to create a sense of positivity as part of this interactive experience.

Simple and effective, the 'Essence of Spring' campaign introduced a feel-good pause in their fast-paced passenger journey. A striking display of relevant spring products was showcased next to the blossom tree.

BENEFITS

The campaign was about discovering an interactive and refreshing moment to pause in-store.

The 'Essence of Spring' proved that simple human emotion and interaction still matter, as the spring tree bloomed to life with more than 5,000 petals in just one week.



ABM *Experience Solutions* helped the client to promote it's latest retail promotion, 'Essence of Spring'. See what we can do for you at **ABM.co.uk**.