

FDFA Gold Standards Program 2019 - Best Marketing / Merchandising Award
Philipsburg Duty Free



As land border duty free operators, we have to acknowledge that many travellers stop at our store with the intention of using the washrooms only. We have noticed that when travellers walk into the store, they are often in a rush to find the washrooms and do not take the time to look around. Our challenge this year was to find a way to convert these bathroom customers into purchasing customers, slowing down their pace while in the store and showing them what duty free has to offer.

We first ran a marketing campaign in our bathrooms, focusing on a series of questions and answers based on the most frequently asked questions we get from customers. In order to convert these travellers into customers, we knew that we had to inform them that duty free is for everyone. As travellers exit the washroom, they are aware that they are allowed to shop duty free and that their savings will be significant. Duty free is now top of mind as they walk out of the bathroom.

In parallel, we created a high-impact promotional zone strategically placed right across from the bathroom exit. With its prominently featured logo, flat screen tv and impressive display of product, it is impossible to miss. This promotional zone attracts the attention of travellers, whether they came in with the intention of buying or not. It allows them to stop and look around, giving us the opportunity to start a conversation with them. It is also an opportunity to highlight promotions and focus on specific products.

During June 2019, in collaboration with Diageo, we created a Johnnie Walker Blue Label focus wall. The background was painted the exact Johnnie Walker Blue Pantone and on each side of the shelves were promotional banners. The tv screen featured the "Mark your Moment" promotional video provided by Diageo. We ran this feature around Father's Day and, with the collaboration of Diageo, saw our sales double during this period.

Our objective is to rotate the featured products in this space, working with our suppliers. In August, with the collaboration of Peter Mielzynski, we focused on Glenfidich's Single Cask and 18 year old. We merchandised the wall to feature these two products and ran a video of the Glenfidich collection. Once again, we saw significant growth in sales.

Our new promotional zone gives the entire department a focal point and allows us to have a conversation about duty free with all travellers, some of whom otherwise would have walked out after using the bathroom. It allows our alcohol consultants an opportunity to approach clients in a different manner. Because they have had specific training on the featured product, they approach customers with more enthusiasm and confidence. This often leads to offering them a taste at the bar, and continuing the conversation, not only about the featured product, but other products in the department and duty free in general. Customers now leave the store with more knowledge about duty free, and often also with a purchase! The entire customer experience is improved.

We believe that our initiative deserves to be considered for the 2019 Gold Standards Marketing / Merchandising Award

Thank you for your consideration.

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The Johnnie Walker Blue promotional wall



The Glenfiddich promotional wall