

# CONNECT

INSPIRATION FROM AIRPORT SALES / 04-15



**IRELAND COMES TO CASC  
VISIT MURPHY'S PUB IN T3**

**CPH INCREASES SECURITY IN THE AIRPORT  
NEW SCANNERS REPLACE MANUAL  
BODY SEARCHES**

**GREAT CUSTOMER DEMAND FOR 'PICK UP ON RETURN'  
MEET TWO STORE MANAGERS WHO ENJOY  
SUCCESS WITH THIS CONCEPT**

## **CREATIVITY & INNOVATION**

*CAPi opening electronics  
stores in CPH*

**THIS IS WHAT CPH FOCUSES ON WHEN  
CHOOSING NEW BRANDS FOR CASC**



*Not nearly enough passengers are familiar with the concept of Pick Up On Return. Therefore, CPH is attempting now to communicate it more clearly and hopes at the same time that the stores in CASC will join in as ambassadors. There is, namely, great potential here estimates Louise Koldsgaard Rasmussen, Brand Manager in CPH.*

In the final analysis, Pick Up On Return ensures stores greater sales. This is the conclusion reached by Louise Koldsgaard Rasmussen, Brand Mana-

ger in CPH, and she points out that this can make some of the sceptics join in and thus convert non-buyers into buyers. However, she also admits that, in fact, not nearly enough passengers are aware that this possibility exists.

“In March, when we conducted a focus group survey among passengers, there were many who suggested this concept despite that fact that it already exists! This made it clear to us how great the need – and the potential – actually is,” she says. CPH has now acted on this, and in June relaunched the concept within a greater campaign, the so-called service-umbrella ‘Always At Your Service’, which also includes six other shopping services in CPH, for instance Shop On Arrival, CPH Advantage, and Pre-Order.

“Under the service-umbrella we have gathered all the shopping services we offer in the airport - ser-

vices which make shopping easy and enjoyable – in order to communicate this more clearly to passengers. Previously, it was very fragmented; each service had its own look and tone of voice. Now we have made an overall design and unified communication in order to show the extent of the many good services we have. This is difficult to make clear to passengers when there are seven different directions,” she explains.

**BARRIERS HAVE TO BE REMOVED**

Our plan is that the big new campaign runs in a constant rhythm in order to remind passengers about the services CASC provides. At the same time, the goal is also to inform store personnel about this too, because they are CPH’s most important allies in communicating all this to travelers, explains Louise Koldsgaard Rasmussen.

“It is a double track; because although we can communicate it extensively on our own platforms, it is also essential that stores remember to tell about the possibilities there are out here. That they remind customers about, and introduce them to, the various possibilities already at the browsing stage.”

Moreover, this makes good sense across the board, she points out:

“With Pick Up On Return you can actually ensure a sale before the customer lands at his/her destination and spends all his/her money there instead. It was crystal clear after the focus group survey that having to lug all their purchases along on vacation or business trip is a huge barrier for many people. If we can remove this barrier for many more travelers, they are far more likely to spend their money with us instead.”

**WHAT IS PICK UP ON RETURN?**

Pick Up On Return means that customers can shop in our Shopping Center before departure and pick up their purchases when they return to Copenhagen Airport after their trip.

**THIS IS WHAT YOU GET:**

A free service providing the possibility for more sales.

## »CUSTOMERS THINK IT'S A GOOD SERVICE«

*Mette Dahl Thorsen, LEGO store manager for eight years, has become better at focusing on Pick Up On Return, and she uses it as an active selling point with customers.*

### **Why do you use Pick Up On Return?**

"To provide customers with good service. We have many large boxes, and if a customer seems to be in doubt, we usually use it as a good reason for buying the product. Our experience is that customers think it is a good service, and they are happy when we tell them about it."

### **How long have you been using it?**

"We have been using it for several years, but we have become better at focusing on it, so we're using it more and more. We also try to remind each other to tell customers about it, and it helps, too, of course, that CPH also focuses on it."

### **How do you draw customers' attention to the concept?**

"We don't go over and say 'just listen to this...' But if they are looking at a big box or they ask if they can shop when they return home, then we tell them about it. In this way we are sure to close the sale because we can't be certain that they actually come back when they return home."

### **Where do your customers mainly pick up their purchase when they get home?**

"Previously they simply picked it up here in the store, but we don't have space for this any longer, so now they pick up in Arrival. This works very well. We pack it up here and go down with it 24 hours ahead of their return. Customers also think it works very well. If they land in Pier C, it's irritating to have to pick it up here in the store. So they are usually happy with this solution."



## »WE SELL MORE WHEN WE MAKE IT EASY FOR CUSTOMERS«

*Since B&O PLAY opened a year ago, they have actively used Pick Up On Return. This has resulted in more sales and happy customers, says store manager Louise Sommer Christiansen.*

### **Why do you use Pick Up On Return?**

"Because we can make sales that otherwise might not have been possible. This is true without a doubt. We sell more when we make it easy for customers in this way. Sometimes customers come into the store and we doubt whether they will buy anything. However, when we explain the concept to them, they jump at the chance."

### **What characterizes the customers using it?**

"We have many business travellers, and they don't always have much time. They don't want to use the time it takes to go down to The Walking Street (Strøget) and buy a loudspeaker in a store. However, at our store they're here anyway. Naturally, they don't want to carry it around on a business trip to Oslo, for instance; so it makes sense that they can pick it up when they come home."

### **Do your customers know that it exists?**

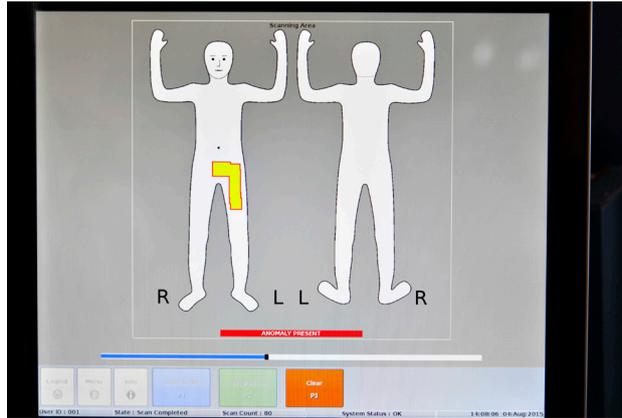
"Actually, there are not so many that do. Some of them ask automatically because they think that it must be possible – not because they know it exists."

### **How much effort do you put into telling them about the concept?**

"We talk to most of the Danish customers about it, and I think it is essential to make them aware of it. In fact, with the assistance of CPH, I have just had some A4-signs made saying 'Pick Up On Return' for display in the store. They are brand new so we have not yet seen what effect they have."

### **What is the reaction of your customers?**

"They think it is ingenious that they can just pick up their purchases in Tax Free while they are waiting for their baggage anyway. Some customers pick up their purchases in the store. It doesn't make any difference to us – as long as customers are happy."



# CPH TO BE MORE SECURE THAN EVER NOW

*From September, manual body searches will be a thing of the past when passengers cause the metal detectors in Security to sound the alarm. A new advanced security scanner will do the work, and at the same time, the security level concerning hand luggage will be more effective.*

Lift your arms above your head, turn around once and wait a moment while the scanner registers you. After a few seconds, a little screen with a picture of a stick-man reports whether you have concealed metal on your body, remains of bomb residue on your clothes, or other hazardous material on you. Effective and much more comfortable – both

for passengers and for employees, concludes Johnnie Müller, Security Manager in CPH. On one hand, passengers avoid being 100 percent physically body-searched, a procedure that not everyone likes; on the other hand, personnel avoid the hard physical stress it is to bend up and down 500-600 times ten hours a day checking passengers, he explains.

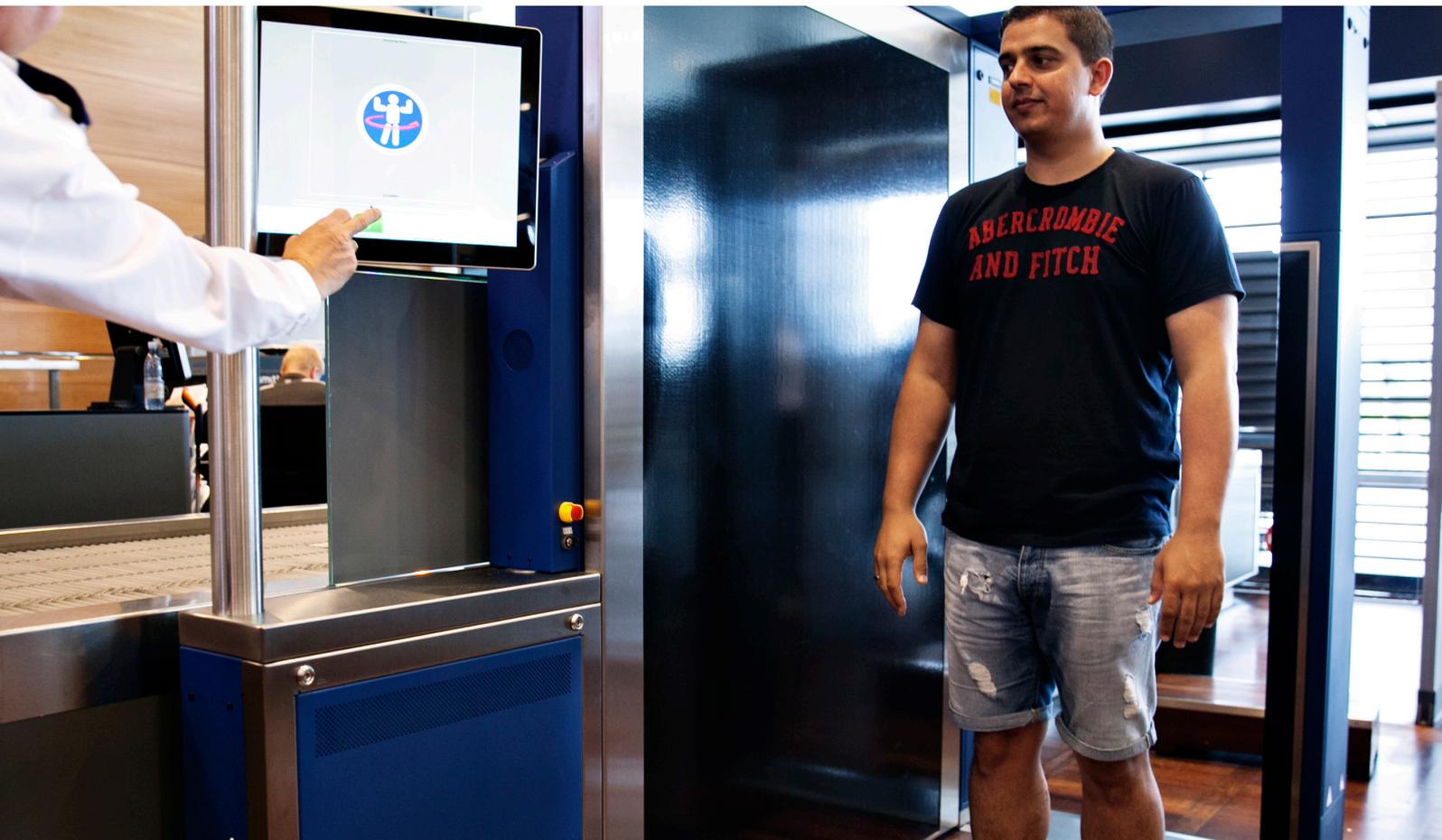
“The advantage is that no one touches you. You just stand up in front of the screen, and the machine does the rest. It is now fully implemented in CPH, and until now it looks promising. We have tested it quite a lot, and it has been well received by travelers. So we expect it to be a success when use of the scanners has become a daily routine,” he explains. The scanner has been scrupulously chosen from among many possible models, and the technology is both simple and extremely effective, guarantees Johnnie Müller.

“The rays are the same type used in cell phones, so it is completely safe. Therefore, pregnant women

and people with pacemakers can of course also use the scanner. It shows everything on a person’s body – only it takes the form of a picture of a stick man. If there is an alarm, a red area pops up on the figure’s body. We are looking for weapons and explosives on the body; that is why we chose this machine, which, at the same time, we think gives the best service for passengers.

## **EU REQUIREMENT TO COUNTER THREATS FROM IS**

The reason for CPH purchasing security scanners for all tracks is new requirements from the EU, the purpose of which is to streamline and upgrade security in European airports. Especially threats from Islamic State and the unstable situation in the Middle East in general have prompted the EU to re-evaluate security in airports; with these new scanners, Security can screen for bomb components and bomb dust that previously have been difficult to spot. As various terror groups



**»The advantage is that no one touches you. You just stand up in front of the screen, and the machine does the rest.«**

become better and better at making bombs that can pass through existing security measures, airports need, likewise, to develop and optimize security procedures, explains Johnnie Müller.

“We cannot have a static apparatus because it quickly becomes outdated. We must constantly follow developments in the world and evaluate the threats. When we become aware of a threat, new apparatus and procedures are rapidly developed so we can stop potential threats in Security.”

#### **HAND LUGGAGE IS CHECKED TOO**

The new legislation from the EU

also includes extra effort concerning hand luggage, aimed at being able to find explosives – or residue of explosives – to a greater degree than previously. In this context, CPH has been using, since March, so-called ‘sniffers’ to conduct the security check. A sniffer is a little apparatus which, after a hand bag has been wiped inside and out with a special piece of paper and inserted into the machine, can quickly report whether or not explosives have been in the vicinity, and if so what kind.

“We have been using it for almost six months now, and it is going extremely well. Passengers aren’t aware of it, and those that are understand full well why we are doing it. Both colleagues and passengers think it makes sense. At the same time, it is relatively discreet, so people are rarely aware of it,” says the head of security, who also points out that passengers generally accept changes with great patience.

“Of course, it was somewhat complicated in 2006 when we implemen-

ted the restrictions on liquids. But, otherwise, passengers understand the necessity of a thorough security check.”

#### **CPH HAS EMPLOYED EXTRA PERSONNEL**

New routines, though, as always, take time to become integrated, and this will also be the case with the new scanners and sniffers, says Johnnie Müller, who emphasizes that it won’t take long.

“In March, when we implemented the sniffers, our effectiveness decreased by ten percent. For that reason, we have hired extra personnel this year to increase effectiveness. This means that we can open extra tracks in CSC to handle it. In this way, we can ensure that passengers need not wait longer. They pass through security just as quickly as before – perhaps even a little happier.”



# STORES IN CPH MUST PROVIDE EXTRAORDINARY EXPERIENCES

*When a lease expires in CASC, and CPH initiates an open tender procedure to find the next business to take over the premises, the contenders are often in a close race. But what is CPH looking for, and how does the selection process actually take place? We asked Lise Ryeved, manager of Airport Sales, about this.*

**What happens in a call for tenders?**

“It usually takes place over a long period. We make five-year contracts, and no later than one year before a contract expires, we begin looking at possible candidates to continue. We look, primarily, for what we call ‘local heroes’, which is our term for fast-growing Danish companies, as well as international power brands.”

**How do you locate the companies?**

“Every year we participate in congresses and fairs all over Europe in

order to keep up to date concerning what is going on in the branch. Then we select up to five brands that are given an opportunity to present an offer. It is not necessarily difficult to attract brands because most of them are attracted by the possibility of opening out here. After this, the process itself commences, with invitations to tender and deadlines, and based on this some contenders are selected for concrete negotiations. Nothing is left to chance, and there are many of us from CPH taking part

in the process in order to validate the operational sequence and to ensure that we choose the right vendor and business partner. ”

**Why is it so interesting for stores to open in CASC?**

“We travel more than ever before, and will continue do so even more in the future. Airports are junctions for a great many people, people with positive mindsets and with plenty of money. You forget that you have used 25,000 DKK for a trip to Gran Canaria. For a great many people, their vacation starts in the airport, and for this reason it is interesting for many retailers. In terms of number of airport visitors there is only one direction, and that is up, whereas shopping centers on the other side of the fence – in general – have difficulty attracting customers.”

**How do you decide to allocate locations?**

“We are constantly working with the sizes of categories and sub-categories. We conduct surveys several times a year in which we look at what is stirring and what passengers are asking for. If there is great demand for women’s products or electronics, we may decide to bring another player in. We also keep a close watch in order to avoid cannibalism. It is a

constant question of balance as to how much children's wear, women's wear, etc. we can have. We keep track of how many passengers there are. For instance, if there is a 10 percent increase in passengers, and 90 percent of these are women then it could well be that there is room for one more women's store. We keep a constant eye on what type of customer comes through the door and this matches our existing selection."

**What criteria do you consider important when you select a brand for CPH?**

"We attach great importance to a store being able to create an extraordinary customer experience. It could be something like Georg Jensen's lounge area. In this day and age, we attach great importance to digital solutions. In addition, of course, a theme like working theatre.

Many of our F&B units have, therefore, open kitchens so customers can more easily follow the process. At Christmas, Lakrids bakes homemade cookies with licorice, which spreads the fragrance of home baking in CASC. This provides something extra, and is a good experience for customers. It is also important that the concept is suited to the needs in an airport. This can be seen at Joe & The Juice, which, as something special and only to be found in CPH, has adapted their menu and sells salad. Because they know many passengers want this. Another thing important for us is to be first. We were first with Victoria's Secret in the Nordic countries and with B&O PLAY as a mono-brand store. This is also part of being able to provide something extraordinary for our customers."

**Why is it that some applicants manage better than others in the call for tenders process?**

"Customer experiences especially are a very important element. For many, this means a sea change in relation to what they are used to, and they must think more creatively. When you think creatively, it really helps things to happen. However, economy and brand value are of course also important. Everything should synthesize to a greater whole. The competition is often very close in the tendering process. The stores want very much to win, so they often deliver a solid business case combined with a layout for a fantastic store. This makes it difficult for us to choose, and it is often few – but important – elements that decide the final choice."



**CAPI TO TAKE OVER ELECTRONICS SALES IN CPH**

*Dutch electronics company to replace Dixons in CASC at the end of September.*

An interesting retail concept at consumer level combined with many years' experience in airport sales. This is why the Dutch electronics company CAPI won the tender, and will be opening three stores in CASC in Dixons former premises at the end of September.

"CAPI started its business in Schiphol, Amsterdam, and continues today to exist in airports only – but now worldwide, from Stockholm to Oslo to Cape Town and Hainan. They have a great number of years' experience, and the fact that they specialize in travel retail means a lot to us. This is significantly different from normal retail, and it is important for us to get a player in who understands what it means to sell electronics and hardware in an airport," explains Christian Brewaeyts, Category Manager for Speciality Shops in Airport Sales.

**A COMPLETE CONCEPT**

In addition, they are good at providing a complete concept, he points out. They pay great attention to design in relation to creating a good customer journey in the store.

"They divide their stores into different zones. Each zone has its own category, such as headphones, electric shavers or cameras. For this reason, customers can easily find what they are looking for, and, at the same time, their layout is very easily recognizable." But most important of all: they have a product- and brand combination that is extremely meaningful for customers, he points out.

Likewise, CAPI is extremely enthusiastic about the business partnership with CPH, explains Peter Wiggers, Managing Director for Royal Capi-Lux.

"We are expanding our position in the Nordics, therefore we are proud and, of course, happy that Copenhagen has given us these prime locations. Our Capi TTEC concept with an attractive 'Apple' presentation and our gifting table centrally placed in our stores, always meets the latest innovations. Copenhagen Airport is an important and trend-setting airport that suits our retail strategy perfectly, and we are grateful that we are now becoming part of such a well-run and modern airport."

IRISH PUB



# AUTHENTIC IRISH PUB OPENING IN CASC

*Irish food and beer served by Irish waiters in Irish surroundings. Murphy's Pub, CPH's newest restaurant, offers, in other words, a unified Irish concept.*

Just beside H&M, a couple of steps up and with a view down over the main street in T3. This is where Murphy's Pub will soon open on the premises also known as 'Sporvognen' (The Street Car). Far from hectic shopping life and passenger traffic. An Irish time-out from busy airport life, as General Manager Martin Drescher from HMS Host Denmark describes it.

"When you come up here, it's like stepping out of the airport into another world. There are walls all around y; you can't see people walking back and forth with shopping carts and carrying boarding cards. You can sit here and enjoy your meal in peace."

In addition, like everything else up here, the food is of course classic Irish pub food. Irish breakfast with sausages, bacon and eggs, or

Irish pie with meat filling. If you would like a beer, you can choose, for example, the house Red Ale or Stout, and friendly Irish waiters will serve your order. All this in order to create the perfect pub atmosphere, explains Martin Drescher.

"Creating the perfect, unified concept is very important for us. It is not enough to take various components. We want the menu, design and atmosphere all to be Irish – and the latter can only be created by hiring people who know the concept from inside."

## **A CHALLENGE TO GET PEOPLE UP THE STAIRS**

Atmosphere is a decisive factor in getting passengers to come all the way up to the second floor in T3, admits Martin Drescher. Precisely for this reason it is essential that all the pieces are in place.

"Obviously, there won't be 100 people waiting outside the door when we open. We need to do our very best in order to get people to come again. We have to make sure that the customers who come up here have a good experience and tell others about it."

He is well aware that it will take

**»When you come up here, it's like stepping out of the airport into another world.«**

time. Because a staircase in an airport is a challenge. Passengers worry about missing their flight if they go too far from their gate; and this will be the pub's greatest challenge, Martin Drescher points out.

"This will be the first time there is something up here, and 'the first time' is always a challenge. If there had been restaurants here for ten years, there would probably be no problem. However, people are usually afraid of new initiatives, so it will take a while for them to get to know the place. We are tightly focused on working with this, especially with regard to getting our staff to be able to handle it in the right way," he says, and adds with a smile: "That is why I most look forward to seeing the first customers arriving – entirely on their own."