

CONNECT

INSPIRATION FROM AIRPORT SALES / 01-16



Customers must learn to shop on the way home

FORGET DULL PRINTED ADVERTISING
FUTURE MARKETING APPEALS TO ALL SENSES

"PASSENGERS MUST SPEND MORE TIME IN CPH"

- METTE PEDERSEN, NEW CATEGORY MANAGER IN AIRPORT SALES

POPULAR SPORTS CHAIN OPENS ITS DOORS

- NOW YOU CAN FINALLY BUY SNEAKERS IN CASC

BY MALENE BIRGER TRYING SOMETHING NEW
- **SPECIAL EVENT GAVE GOOD SALES**



Unique experiences tie consumers more closely to the product

Marketing does not at all have to be dull printed advertisements or web advertising that we cannot avoid watching to the end. Specially organized events that involve all senses of the recipient can be much more effective, judges Ida Løfberg, Sales Manager for Airmagine, who has CPH as its playground.



Face-painters for children, foil-covered baggage-belts, and specially constructed boxes that roar and hiss as if an animal keeper had forgotten his/her animals. Do you recall Copenhagen Zoo's creative campaign in Arrivals last year? An alternative event that evoked all the senses in the marketing to get passengers to visit the Zoo during their visit in Copenhagen. Behind this entire event was Airmagine, who helps a great number of customers with alternative campaigns in CPH.

"Copenhagen Zoo wanted to get the attention of leisure passengers arriving in Denmark. Therefore, they used CPH to create an experience of being at the zoo in order to inspire customers," explains Ida Løfberg, sales manager for Airmagine.

Later, the media bureau, used by Copenhagen Zoo, conducted a survey aimed at finding out if the campaign had worked.

"They discovered that thirty percent visited the zoo exclusively because of what they had experienced in CPH. This tells us how much we can move traffic with the right marketing and execution."

Another example of Airmagine's creative campaigns in CPH is a two and a half month long campaign last summer for the fashion house Chanel. A 23-meter long column exhibition on Nytorv focused on the classic perfume Chanel No. 5, which the fashion house wanted to brand in an innovative, extraverted and vibrant manner. If you



bought a Chanel product in Tax Free during this period, you were also given a 'boarding card' that gave access to two special golf carts foiled with Chanel logos and which drove passengers wherever they liked in CPH.

"With this campaign Chanel managed to both brand itself in the long term, and at the same time it moved many more items out of the Tax Free store. Travelers eagerly shared their experiences on Instagram, Facebook and other social media; but it was extremely thorough and all details had been considered," says Ida Løfberg and points out that this is the campaign she is most proud of being part of:

"A top brand deciding to use two and a half months here is super cool. They could have chosen any other airport, but they chose Copenhagen."

CPH IS A STRONG MARKET

When Airmagine works on creative solutions for its customers, they are primarily concerned with involving several senses at once.

"We would like to give consumers a better sense experience because this makes a more lasting impression than traditional marketing. The more senses brought into play at one time, the better you remember the campaign and the brand behind it. It's about being able to touch, feel, hear, smell and taste. In this way we get many more values and ties to the brand."

In addition, the airport in general is just a good place for creative marketing, says Ida Løfberg.

»True, travelers are on their way from a to b, but they are relaxed and their mindset is very different from what it would be if they stood in a traditional shopping center«

"There is a powerful environment out here because there are several thousand travelers during the day. This is a place where you know you

will encounter waiting time before you depart on your flight. You have time to spend and so it is a good place to entertain. True, travelers are on their way from a to b, but they are relaxed and their mindset is very different from what it would be if they stood in a traditional shopping center. They are not going home to make dinner and give the kids a bath before 19:30. CPH is a very strong environment precisely because people have time, and they want very much to be inspired and entertained."

ADVERTISERS MUST REVISE THEIR THINKING

Today it is generally more and more difficult to reach consumers with goal-directed advertising, says Ida Løfberg. We are in many places at all times of the day and night, and offers are much more varied than back when there was just one TV-channel and a couple of newspapers.

"Nor is there the same consumption pattern as in the old days, so advertisers have to be much better at making their content exciting and ensuring that it reaches the right environments."

Therefore, there is increasing interest in campaigns like those Ida Løfberg and the rest of Airmagine can put together for customers.

"I notice that today we see many more campaigns where advertisers want to activate and involve consumers. It is getting more and more difficult to reach them, so we have to revise our thinking," she says.

In addition, the social media is something that you need to include actively in your marketing from the start.

"Of course, we can never guarantee that a campaign will be a success on the social media. However, we integrate it as a fixed element. It is there that consumers use much of their waking time; the more experience you can create in the situation, the closer you bring the consumer to your product. If we are clever enough, we can get them to share the experience and tell others about it, and that is always the goal."

ABOUT AIRMAGINE:

Airmagine is an independent sales organization under Dansk Reklame Film, which handles the sales of advertising in CPH. The ambition is to create one of the world's leading digital media platforms in an airport.



ABOUT IDA LØFBERG

32-years-old, graduate of IAA (International Advertising Association) and working as sales manager with Airmagine.

OTHER CAMPAIGNS FROM AIRMAGINE IN 2015

AUDI

In November and December last year, the automobile company Audi decided to display their new A4 in Copenhagen Airport. They chose CPH precisely because there is a high percentage of business travelers, and, at the same time, CPH in general is a super airport with a suitable environment. Audi printed special magazines about the new car for the occasion, which interested travelers were welcome to take with them; and in the course of four weeks, more than 6,000 issues were given out.

SAS

The Scandinavian airline SAS upgraded their cabins in First- and Business Class. They decided to focus on this by exhibiting one of the new Business Class cabins in CPH. In this way, SAS managed to brand themselves and tell travelers about how much luxury they can in fact offer.



BRITISH SPORTS GIANT MOVING IN

Specially designed sneakers from, among others, Nike and Adidas can now be found on the shelves of JD Sports, which has just opened in CPH.

Sporting wear, street wear and a selection of sneakers from brands such as Nike, Adidas, Timberland, Asics and Vans are now finally a reality in CPH. British JD Sports opened its doors in Copenhagen Airport at the end of January, and expectations for the new store are sky-high from the start, confirms Camilla Ethelberg Sinding, Category Manager in Airport Sales.

"We are incredibly excited about our cooperation with JD Sports in particular. This is a brand that encompasses several brands, and they are so big that they have special contracts with Nike and Adidas, who design footwear sold exclusively by them. Sneakers have been very much in demand by our customers in CASC, so we are extremely happy to finally be able to offer this product line to our passengers.

Moreover, it is not only sneakers that are in demand by passengers. Sportswear in general has been high on the wish list of our passengers for many years, says Christian Østergaard, Insights Manager in CPH. He is responsible for producing the airport's potential-surveys, which, for example, outline what travelers want in CASC.

"If we consider the sports category, it has been in demand in the last three surveys. Sixteen percent of passenger respondents were interested in the category being strengthened by us, while fourteen percent asked specifically for a greater selection of shoes, in particular sneakers. Obviously, this is a rather striking signal.

SPECIAL FOCUS ON TWO SEGMENTS

Concealed in the sports category is the possibility of activating two large target groups, which, now, are not very eager consumers, he points out.

"Men especially have wanted the sports category. They make up fifty-four percent of our customers, but purchase roughly only half as much compared to women in the specialty stores. However, our survey indicates that we can activate them more via the concept that JD Sports is built on. On the other hand, if we consider growth in CPH generally, it is largely driven by young people. They make up a group that travels more and more; this year alone this target group, compared to last year, increased from 29 percent to 33 percent of all travelers. With an especially good selection of sneakers, we can presumably manage to stimulate their interest too. In this way we can target two big segments that, at the moment, have potential for more spend, and get them to open their wallets."

A SURE THING

Even though the sports category has been in demand for a long time, it is only now that CPH has found the ideal business partner in JD Sports.

"There have been many discussions back and forth with various brands and stores, but without ever finding the right one. However, we are now certain that we have. JD Sports has stores in British airports and thus knows how to operate a store in an airport. They have a mix of goods that suits our customer segment, and they sell the biggest brands in the category," explains Camilla Ethelberg Sinding, adding that it is the first airport store in Europe outside Great Britain that JD Sports has now opened in

CASC.

"This indicates what kind of reputation CPH has in the branch, and we are of course mega-proud of this."



Solid survey of customers' needs

Every second year CPH conducts an extensive survey among travelers to ensure that CASC offers them what they want to spend their money on.

JD Sports, Yo! Sushi and Murphy's Pub. All three are classic examples of store- and restaurant openings that originate directly from CPH's extensive potential-surveys, which are number-based interview surveys conducted every second year among travelers in CASC. The main purpose is to understand what needs and desires customers have, says Christian Østergaard, Insights Manager in CPH.

"For example, we look at what makes customers satisfied, and what motivates their wallets and purses. We want to investigate which concepts and categories have the

greatest chance of success so our key account managers can put together the exact right portfolio.”

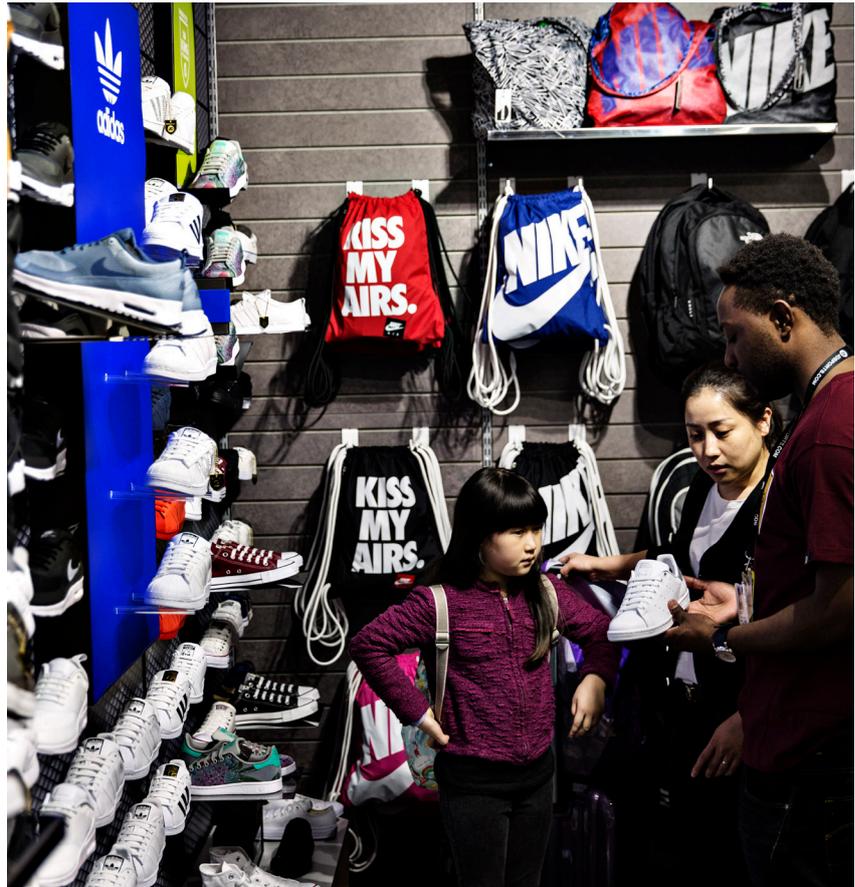
REPRESENTATIVE DATA COLLECTION

The most recent survey was conducted in 2014, during which 500 travelers were interviewed by the Airport’s permanent corps of interviewers.

“ We attempt to reach the target groups we see in The Shopping Center and to make the survey as representative as possible,” he says, and elaborates:

“We ask about their consumer spending on their current trip, while at the same time we attempt to couple it together with the direction they themselves would choose for The Shopping Center if they could. This gives us an understanding of where they could imagine spending their money in the future.”

As mentioned, the present survey from 2014 has led to CPH now being able to offer travelers sushi, sportswear and a beer-bar. The potential-survey will be conducted again this year, and it will be interesting to see what thoughts and ideas customers have for CASC in the future.



JD SPORTS: The shopping environment in CASC is attractive

Connect has talked with Jennifer Middeldorp from JD Sports about what possibilities she sees for their brand in CPH and about what travelers can expect from the new store.

This is your first store in a European airport outside Great Britain; why did you choose CPH?

“JD Sports is the leading retailer in sports and sports fashion in Great Britain, and, at the moment, we are enjoying great success with store openings all over Europe, and recently we opened our first store in Asia. This is our first European airport store, and we are very pleased that we chose Copenhagen. The shopping environment in CASC is friendly and attractive.”

What potential do you see in CASC?

“There is in general a wide-spread sneakers culture in Denmark, and this combined with an exceptionally good shopping environment makes good sense for us. Our first store in Copenhagen is in Fields Shopping Center and it is a great success, so we also expect to open stores other places in Denmark during the coming years.”

Will we be able to find any of your specially designed models from Nike and Adidas on the shelves in CASC?

Yes, we will be selling a great many of our exclusive models side by side with the other brands here. We have put the selection together according to the demands and style of Danish customers – and added some key merchandise that is a ‘must have’ on holidays. Moreover, the exclusive models are marked with a ‘JD King of Trainers’ tag so they are easy to find.”

What can passengers in general expect from your store here in CPH?

JD Sports is part of JD Sports Fashion PLC, which is the leading retailer in sports fashion and outdoor brands in the UK and Europe. JD Sports’ customers will thus have access to the latest ‘on trend’-collections from a number of the leading brands in the area, and at the same time the store’s special touchscreen technology will enhance customers’ shopping experience.”



»WE HAVE TO CHANGE PASSENGERS' BEHAVIOR«

'Shop on Arrival' will be a natural part of your trip in the future. A new marketing initiative will ensure that passengers are familiar with the concept.

'Just landed? Remember a present for your sleep-deprived babysitter. Shop on arrival – also in the TAX FREE store.' A new campaign with humorous messages will remind passengers that they are welcome to shop on arrival in CPH. People are still in doubt as to whether it is OK, and CPH wants to help them learn, says Benedicte Howitz Bardram, Marketing Manager in CPH.

"We want people to discover how much CPH in fact has to offer arri-

ving passengers, and at the same time we want them to learn to take advantage of these offers. Therefore, we have now put up foliations in order to make passengers aware of the possibilities. People are not usually in a shopping mode when they land, but via these messages with their 'glint in the eye', we can make them aware of special situations and thus motivate them. In this way we increase the chances of them acting accordingly," she says, adding that it will not of course happen from one day to the next.

"We must alter a behavior pattern, and this is not done merely with the help of a communication campaign. Therefore, in future we will be integrating this in all of our communications with consumers, so they understand that they are always welcome – whether on the way out or on the

way home.

In addition to the visible posters, we will be using digital screens, social media and the Advantage newsletter to announce good offers and communicate various messages. In the long term, the goal is to break down barriers and change behavior so that, hopefully, it becomes quite natural for passengers to stay a bit longer."

TALK TO YOUR CUSTOMERS

In addition to the coordinating initiative from CPH, there is in fact a lot you can do yourselves in the units, says Benedicte Howitz Bardram.

"You can continue making CASC a pleasant place to be. Fortunately, our units are good at this already. In addition, you can conclude dialogue with a customer by reminding him/her that they are also welcome on the way back. Equally important, though, is thinking about your product selection. Our surveys in this area show that passengers typically want 'a good bargain', a cup of coffee, gifts for those at home or an evening meal to take along with them."

»We want people to discover how much CPH in fact has to offer arriving passengers, and at the same time we want them to learn to take advantage of these offers.«

A good piece of advice is therefore to attempt putting yourself in a passenger's shoes and reflecting on what you might want after you land.

"What is tempting, and what would you yourself be tempted by? We want to be more than just a place of transfer. We want CASC to be part of passengers' departure- and arrival experience, and thus to stay out here a bit longer. By having the best offers and product selections, we can hopefully ensure that they do not walk around 'wearing blinkers'.

BY MALENE BIRGER

SPECIAL CUSTOMER EVENT GAVE BONUS ON THE BOTTOM LINE

*Collection display spiced with champagne and chocolates.
Festive Fridays at By Malene Birger gave increased sales and
happy customers, says store manager Pernille Brøsch.*



Each Friday in November last year travelers in CPH could enjoy champagne, chocolate, and a collection presentation from 5:00 p.m. to 8:00 p.m. at By Malene Birger. An event that gave the store significantly increased sales, more subscribers to their newsletter, and general awareness of the brand, says store manager Pernille Brøsch, who calls the initiative 'Friday before takeoff' an 'absolutely good experience'.

"On the first Friday our sales increased by 562 percent compared to the same period the previous year, and, in general, we had high index figures on the Fridays we held this arrangement. At the same time, it was a good way for us to draw in the customers who usually just watch. We were able to show them our new collection and talk a bit more with them. It may be that they did not purchase anything, but perhaps we planted a seed in them and made them more interested in our brand." Opening hours in the airport can be

difficult to coordinate with special arrangements that, for instance, an ordinary high-street store in Copenhagen can easily hold after closing time, she points out. For this reason, the event in CPH was a bit of a gamble.

"For me, of course, it was about encouraging good development and increased sales, but we did it just as much to try out the concept. We have never had a similar initiative in the airport before, but luckily it went very well."

CUSTOMERS WERE HAPPY

We chose the period between 5:00 – 8:00 p.m. because sales in the store are generally quiet then.

"We wanted to see if we could increase sales. Therefore, it was wonderful that people received this event so well. We put out champagne and chocolate on our front-table, and generally set a fine table with our lookbooks prominently placed. Of course there were a number of

families with children who came by, mostly for the atmosphere and the chocolate, but there were also many with whom we could have a constructive dialogue."

»On the first Friday, our sales increased by 562 percent compared to the same period the previous year.«

Precisely for this reason, it is essential who is on duty, Pernille Brøsch points out.

"All of my girls would of course be able to manage such an event, but my priority was primarily the full-time personnel. They know the collections more thoroughly and are thus better at talking with and assisting customers."

During the event, there was also an opportunity to participate in a competition to win a make-up bag. All you needed to do was sign your name on a piece of paper on which you could indicate whether you wanted to register for the By Malene Birgers newsletter. This gave the store 100 new subscribers.

Moreover, if you ask her if she is satisfied with the result, the answer is clear:

"It was clearly a success. I certainly got what I wanted from this event – and a bit more; and there is no doubt that we will be doing it again."



GOOD ADVICE FROM PERNILLE BRØSCH TO THOSE CONSIDERING A SIMILAR INITIATIVE:

"Announce the event in your newsletter and on the social media, and ask CPH if they can help by creating focus on their Facebook site. It is important that as many people as possible know about the arrangement. In addition, it is essential to have the support of your PR and Marketing team, who also can back you up and raise awareness among customers."



NEW MANAGER FOR SPECIALTY STORES IN CPH

Forty-one year old Mette Pedersen is new Senior Category Manager in Airport Sales. With fifteen years' experience in the retail branch, she is looking forward to creating long-term results in CPH, where unique shopping experiences go hand in hand with economic profits.

What made you apply for the position of Category Manager?

"The airport had great appeal for me. I have travelled privately and in my previous jobs a great deal, and I've always enjoyed coming out here. In addition, I can see an obvious potential for growth in the coming years, and I think it would be exciting to be a part of this. Participating in influencing how The Shopping Center develops and how we combine unique user experiences with increased sales for our units as well as for CPH sounded very interesting."

What are your thoughts concerning your coming work?

"We have to ensure that passengers spend more time out here and thus more money. At the moment, the average dwell time is forty-five minutes. If we can increase this time, we must also assume that we can increase sales significantly. In this context, we can, to a great extent, use our insights to understand what triggers passengers to purchase and what needs they have. In addition, it is important to get our concessionaires to take part in the latest trends and to optimize their areas to the greatest possible extent. On the other hand, we must be good at placing the units according to the right flow of customers and segmentation."

What are you most looking forward to doing?

"I am really looking forward to being part of Airport Sales and contributing to developing the team. Also, I am looking forward to creating even more contacts, both internally and externally; and not least to meeting all our concessionaires – because it is together with them we are going to take The Shopping Center to new heights."

What will be the greatest challenge?

"It will be to make sure that we constantly increase both our and the units' sales at the same time as we create unique shopping experiences. In this connection, there are many interests that must be met and many stakeholders to involve. Another challenge will be that in many cases the results will be visible only in the long term. Previously, my work has been more short-term, so it motivates me to try something else."

What experience from your previous jobs can you use?

At Carlsberg, Mars and Diageo I worked with strong brands and was responsible for creating activity plans based on an overall strategy and in cooperation with the customers. Especially during my time with Mars and Diageo I focused a great deal on creating category growth for both us and our business partners. I have worked across channels and hope, therefore, also to be able to contribute by creating new synergies between F&B and the specialty stores. For example, serving places could sell

the tableware on which the food is served, or the single malt whisky or special beer served, so in that way several needs are met at the same time. There are many busy people here in the airport, people who perhaps don't move around so much in CASC, but in this way we can give them an opportunity to both eat and shop at the same place."

What can the units expect with you at the helm?

"I am a firm believer in strategic alignment, i.e. that everyone must understand where we are going – both internally and externally. We can ensure this by having a clear and simplified strategy in which we prioritize and select the most important focus areas. It is essential to be consistent and to make it clear for everyone in our department how their work links in to the overall strategy so they know how they can make a difference themselves."

»At the moment, the average dwell time is forty-five minutes. If we can increase this time, we must also assume that we can increase sales significantly «

ABOUT METTE PEDERSEN

She has an MSc (Econ. and Law) degree, and has worked with FMCG (Fast Moving Consumer Goods) since graduation. First for eight years with Carlsberg, where she worked in Sales as well as Marketing as a member of the innovation team, then for three years with MARS Scandinavia as Category Manager in animal food, and most recently as manager of the Customer Marketing team for Retail with Diageo, the largest spirits company in the world. Here she was responsible for category development as well as the planning of sales trips for the retail branch across Scandinavia.

DESCRIBE YOURSELF USING THREE WORDS:

Professional: strategic, focused and result oriented.

Private: social, close to family, loves a good party.

Connect asked Mette to complete five sentences so that you can get to know her even better:

My colleagues will probably discover before long that I like short meetings focused on making decisions and taking clear action.

On the other hand, they can look forward to the fact that I have more patience when I'm standing behind the bar and mixing cocktails at the next office party

I never learn to live my life according to a schedule

In my leisure time, you can find me on the move with my son, or other family members or my friends – in wonderful Copenhagen, in a big city in the south, or on-pist in Ischgl

Not many people know this, but you can invite me to the October Fest (I have an authentic Dirndl in my cupboard) – or, alternatively, to Scotland, where I don't mind enjoying a good Talisker 10Y neat or in a whiskey sour cocktail





»WE ARE THERE FOR THE CONCESSIONAIRES«

Are you in doubt as to where you may place your clothes racks, or how to store your supply of cognac bottles? A new team in CPH can see to it that your unit is secure in case of fire.

If the fire department authorities at a former place of work have visited you, you may know that they can be rather rigid. Not without reason of course. As we know, it is a question of security, but anyway there is not much room for dialogue. This is not the case in CPH. The airport's department of Fire and Rescue is namely also there to assist units in finding good solutions to the challenges they might have, according to vice chief fire inspector Niels Holmberg. "We are there for the concessionaires and not to browbeat them if a clothes rack is blocking an emergency exit. We would like to have a dialogue in which we collaborate on finding a place where the clothes rack can be placed. We know that they are challenged by the special infrastructure in CPH, and of course we take this into consideration," he says.

Therefore, Niels Holmberg and his colleague Yarl Olsen have established a new, advisory function that

everyone can freely use. The goal is to ensure that CPH lives up to the regulations for fire safety, and thus that no escape routes or emergency exits, for example, are blocked in case of an accident.

"In future, we will be participating in CASC Manger Meetings so we can discuss with the units any challenges/problems they may have. In addition, we will be coming round and saying hello in The Shopping Center and asking whether there is anything we can help with. "

STORAGE CAN CAUSE PROBLEMS

Typical challenges that units in CASC have are storing merchandise in escape routes, says Niels Holmberg.

"Escape routes have to be completely free. This is essential if a fire occurs. Typically, though, it is not the stores themselves in the transit area that are challenged by the store's interior arrangement, but rather the storerooms in the basement."

In addition, how particularly flammable goods such as bottles of spirits are stored is also important, as is the fact that cardboard boxes and packaging should be sent as soon as possible to the waste disposal room.

Big fires, fortunately, occur only rarely in CPH. The airport's fire brigade, according to law, must be able to reach a fire in under three minutes, which means that potentially dangerous fires can quickly be put out. In

2015, there were 209 alarms in all, of which by far the most were false, says Niels Holmberg.

"False alarms are typically set off by a technical error – either when, for example, workers forget to disconnect the system before they start their work, or because people smoke in the restrooms. A coffee machine or hot plate that is on is also often the cause of the alarm going off."

Nevertheless, we still have to be prepared if an accident does occur he points out, and the new team can be a help with this:

"Clearly one of the most essential things is being able to take precautionary measures against fires, and with the new advisory function we can nip things in the bud, things that are 'balancing on the edge'."

IF A FIRE OCCURS

If a serious fire breaks out, you must follow the fire brigade's instructions. An on-site commander will initiate a spoken message, which will be sent through the loudspeakers in CPH and explain to people what to do.

DO YOU HAVE ANY QUESTIONS?

You are always very welcome to contact Niels Holmberg (niels.holmberg@cph.dk) or Yarl Olsen (yarl.olsen@cph.dk) from Fire and Rescue if you have questions or would like a visit.