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INSPIRATION FROM AIRPORT SALES / 03-16



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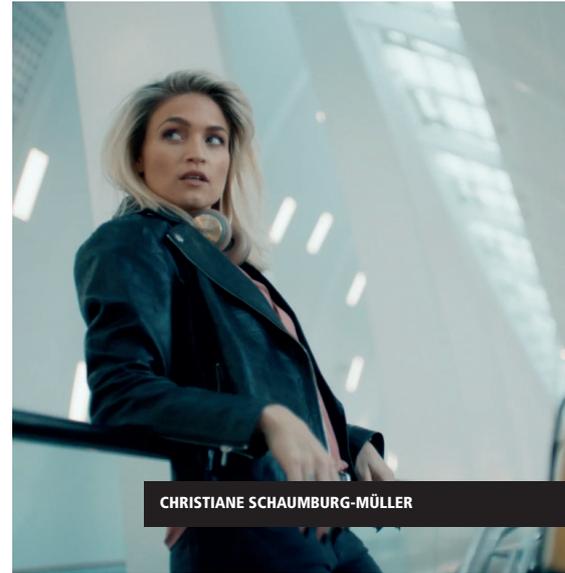
E-AKADEMIET 2.0
MORE DIFFICULT AND STRINGENT

**'THE TAPAS-KING' OPENING
WINE BAR IN CPH**

UNDERSTAND THE CONSUMPTION
PATTERNS OF YOUNG PEOPLE
NEW REPORT INVESTIGATES POTENTIAL



RUNE GLIFBERG



CHRISTIANE SCHAUMBURG-MÜLLER



EMMA LETH



NICOLAI NØRGAARD

CPH JOINING FORCES WITH STARS TO REACH YOUNG PEOPLE

New grip on marketing will ensure better communication between CPH and, in particular, the youngest travelers; and, for the present, the method has been effective, concludes Brand Manager in CPH Louise Koldsgaard.

Top model Emma Leth, internationally acclaimed skateboarder Rune Glifberg, actress and TV-host Christiane Schaumburg-Müller, and Michelin chef Nicola Nørgaard.

Four people from four different worlds and yet with one thing in common. They are all part of CPH's most recent campaign, Explore More, which for the first time in CPH's marketing history is using influencers as a main focus to boost advertising. Previously, CPH has worked with 'ambassadors' and cooperated with bloggers, but in more limited projects. The campaign is built up around a 'hero film' that shows all the magic travel moments the airport facilitates. Four shorter films originate from the 'hero film', each of which has one of the four stars in the main role and which represents one particular business area: F&B,

Advantage, Shop.cph.dk and Shop on Arrival, explains Brand Manager Louise Koldsgaard.

“We decided to use influencers in our campaign because sometimes it can be very difficult to get our messages across, especially to the young segment. By using influencers we gain an extra spokesperson through which we can communicate our messages – also through the influencers’ own channels and communities, which are considerably extensive.”

And this may be true. Now, Christiane Schaumburg-Müller, for instance, has over 80,000 followers on Instagram alone, while Rune Glifberg has nearly 40,000.

SUCCESSFUL CAMPAIGN

The Explore More campaign has clearly been a success, says Louise Koldsgaard.

Our messages have reached much further than they would have done by traditional means.

“There has been a much greater reach and awareness of the commercial messages, and we can clearly see that, when the main figure is someone they know, the probability is much greater that they will

watch the entire film, and this gives us as producers the opportunity to communicate our entire message to them.”

A message that, to begin with, should make – especially young – people more aware of the possibilities and selection in CASC.

“We want to embrace the whole shopping center and strengthen the perception that CPH is a fantastic place. However, it is also a long-term investment. We cannot measure direct sales the day after, but it is a start to asserting ourself as a brand with positive vibes for this target group and telling them that it is here your journey begins,” she states.

»we can clearly see that, when the main figure is someone they know, the probability is much greater that they will watch the entire film«

CREDIBILITY IS THE KEY

Using influencers to reach your public is relatively widespread today, and most recipients know that it is a paid media. Nevertheless, it works surprisingly well, Louise Koldsgaard points out.

“Even though it is a paid media, it is somehow possible to make it much more vivid and personal. Those who follow these individuals have a relation to them of such a nature that they follow what they do and say and what services they use, and we don’t have that position in the same way.”

However, this also requires credibility. CPH, therefore, has spent a great deal of time finding exactly the right people, ones who in the best possible way represent CPH and a particular commercial area.

“Some people will perhaps think that Rune Glifberg is a bit rough, but we needed to create some buzz around Advantage, to do something different and create awareness.”

And this, we must say, has succeeded.

“We subsequently measured what influence the ‘hero films’ had on the

Christiane Schaumburg-Müller: Actress and TV-host staged the ‘Pre-order’ service to show how much extra time you get to do all kinds of other things in CPH.

Nicolai Nørgaard: The Michelin chef focused in his film on the wide range of F&B, primarily on the good opportunities for travelers eating in CPH and, secondly on Food to Fly – that there is lots of food you can take with you onboard.

Emma Leth: The theme in the model and actress’s film was ‘Shop on arrival’, in which she focused on all the shopping you can do after you have landed.

Rune Glifberg: The skateboarder was a representative for the Advantage program, and showed that your trip goes more smoothly when you are a member because of all the benefits you get.

target group, and in general we can conclude that young people have given them a very good reception. A subsequent survey of people who saw the film showed, for instance, that the film about ‘Shop on Arrival’ with Emma Leth meant that young people were much more likely to shop when they returned home.”

NEW CAMPAIGN STARTED

This summer, another film was launched with an influencer in the lead role. This time it was Stephania Potalivo, actress and participant in TV2’s dance program Vild Med Dans. Through short, humorous films, she explains how you can get extra time in the airport to experience all the possibilities there if you order your goods from TAX FREE at home and have them delivered to your door with CPH’s new service Home Delivery. Moreover, it will be more the rule than the exception when, in the future, we see more famous people playing leading roles in CPH’s campaign films. The results are just too good to ignore, says Louise Koldsgaard.

“We are really happy and satisfied, and believe we have produced content we can be proud of and which represents the airport we want to be – namely a Premium Shopping Center.”

THE CAMPAIGN IN FIGURES

3.708

user-generated stories from #cphairport

16.436

interactions on the influencers’ own channels

187.111

readers through PR

795.266

in organic reach (the number of unique individuals who view the content without paid promotion)

15 mio.

people saw the campaign across own, deserved and purchased media.

A young man stands in the center of a clothing store, looking off to the side. He is wearing a black beret, a grey hoodie over a red t-shirt with 'MIAMI' printed on it, blue headphones around his neck, and sunglasses hanging from the t-shirt. He is holding a black suitcase. The store has 'ETON' signs on the walls and shelves of clothing in the background.

NEW SURVEY OUTLINES YOUNG PEOPLE'S CONSUMER SPENDING

The youth of today have plenty of money to spend on themselves, but they are very price sensitive. This is revealed in a new, comprehensive survey of young people's consumer spending; the survey also offers suggestions as to how CPH can get a bigger piece of the cake.

Perhaps you have heard it before. Maybe, too, you have noticed it in your unit. In any case, it is a fact that young people are traveling more and more, actually so much that today they make up a third of all travelers in CPH. In many ways, this is fine, if only they would only use some of their travel budget on eating and shopping, as the older segment does. Unfortunately, they do not do this to the same extent yet. In fact, they buy 40 percent less than the average passenger does, and CPH would like to do something about this. Therefore, the market research institute Epinion has conducted a new, comprehensive survey for CPH for this exact purpose: to outline spending of young people generally and in CPH with the purpose of understanding why it is this way, and what the airport can do to appeal more to the youngest travelers. Moreover, many interesting conclusions have emerged, states Marion Lobedanz Witthøfft, manager of the marketing research department in CPH.

"In general, we can see that in fact they have quite a lot of money to spend. As a rule, they live at home, have no fixed expenses, no responsibilities, and they can spend their disposable income exclusively on themselves. Which they do. They buy lots of clothes, perfume and cosmetics; they love going to cafés, but don't do this to the same extent here with us," she says and points out that the greatest challenge largely is about what the experience of a good price point is.

"They think that fifty kroner is a lot of money, and many of them rarely buy anything that costs more than 200 kroner. Even though our goods are not more expensive than elsewhere, our price level is simply different.

CLEAR DIFFERENCES

In their universe, the airport does not appear at all on their purchasing radar, and they do not connect CPH with shopping, she says.

"Besides the price level, they are also used to having plenty of time when they shop, and this is not what they experience here. They are inexperienced travelers, and they are extre-

mely worried about missing their flight. Actually, it surprised me a lot how little they connect the airport with shopping. In my own generation, everyone says that 'it is so cool to shop in the airport' and that they 'love going in to Tax Free'. Here we have always said that it is part of the trip; but now we have an entire generation that does not at all connect these things. To the new generation, Tax Free is not Tax Free – that world is gone. They have not grown up with trips across the border, and, at the same time, they travel a great deal to London and New York, where it is more fun to shop.

The survey has also managed to break the group of young people, which is normally segmented to between 15-29 years of age, into smaller groups. This turned out to be interesting, says Marion Lobedanz Witthøfft.

"We could see that the very young group, the 15-19 year olds, differ significantly. When they shop, in a sense it is not about buying an item, but about the possibility of being alone away from home. When you get older, it becomes a pampering thing – it's about the purchase. Therefore, this youngest group is definitely the one that is most difficult for us to reach. They have the lowest price group, and the need to be away from parents is not at all supported by CPH, as they actually often come here with their families."

HERO WORSHIP AND SOCIAL MEDIA

So how do we make ourselves interesting for this young target group? CPH is now planning a strategy for this. One thing is certain, says Marion Lobedanz Witthøfft: hero worship is a big part of young people's lives, and this can be utilized.

"Our most recent campaigns, Explore More and Home Delivery, are good examples of how we can talk to young people through influencers. They idolize them very much. A girl in the survey told about how she had begun to wear blue lipstick because her idol did. In other words, they are very much influenced by what their heroes do; and so influencers are extraordinarily important and the way forward if we are to achieve better communication with

this target group."

Additionally and quite basically, it is also about getting onto their radar. Now, young people do not relate at all to CPH being a place to shop, and that has to change.

"To a great extent, we have to use the social media and tell them about the relevance of shopping here. Also, we must of course find a price point that can attract them."

On the other hand, the potential is already there, she points out.

"In general, they really like the airport, and it is easy for them here. Everything is in one place, which they like. They aren't the ones who shop on the side streets of Strøget (The Walking Street), but they do love shopping centers. In other words, we have an excellent point of departure for reaching this group," she says, adding that the greatest potential, however, is with the 20-29 year olds.

"When shopping becomes an experience, we have to be there and tap in. The target group is percentage-wise greatest over 20 years of age, so we have, in other words, a very good point of departure. They are the ones we should be interested in – the independent ones and those who are looking for something super for themselves."

GOOD ADVICE REGARDING SELECTION

Things you can buy without having to use time trying on. In reality, all kinds of accessories: sunglasses, jewelry, scarves, hats and caps. Small things you can grab on the way by and which do not press them for time.

GIFTS CAN BE GOOD

A great many young people stay in private homes when they travel instead of hotels because it is cheaper. This means that they often buy gifts to take with them. Often they are small, inexpensive gifts such as chocolate, knick-knacks or souvenirs.

THIS IS WHAT THEY BUY

Girls: accessories, inexpensive clothes and F&B

Boys: F&B, fastfood, gaming, electronics, and sport



SOCIAL MEDIA ARE 'EXTREMELY IMPORTANT' FOR BRANDING OF CPH

In March, CPH won the award for the world's best official Facebook site among airports, and this year was named Denmark's best company on Social Media at the Danish Internet Awards. Moni Tornager Andersen, Social Media Manager, explains here what the airport wants to do and can do on the social media.

What are you attempting to achieve regarding being present on social media?

"The overall mission is to make knowledge about Copenhagen Airport into a journey in itself. We can achieve this in part by being a good host and adding a more personal profile to the airport via social values and dialogue, offering unique knowledge about and insight into Copenhagen Airport as well as being a funnel for campaigns, products and focus areas."

Who follows Copenhagen Airport on social media?

"We work primarily with two of the airport's customer segments: namely, the Experience- and Selection customers, those traveling several times a year and who enjoy shopping and seeing a wide selection of stores and eateries. On Twitter, though, journalists are a strongly represented target group, and therefore press material and politically interesting messages such as growth strategy, CSR, etc. are channeled on Twitter to a great degree."

What do CPH's followers especially like and share?

"Videos generally work well on soci-

al media, so we are using them more and more. The videos we have had most success with are those in which we can create a feeling in the viewer and thus give them an emotional feeling towards or sense of belonging to the airport. We can see this especially in our "CPH Moments", which is a series in which we follow a passenger's experience – for instance, a passenger coming home to a special welcome after a long time abroad; a couple moving abroad; and a wedding that brought tears to your eyes. Competitions generally function well on the social media, too. Our followers like to participate, to share their experiences and/or knowledge; and this creates a type of dialogue between us (the airport) and them. "

What is it you can do since you have won so many awards?

"The awards we have won in 2016 are not for individual campaigns or activities, but for our general use of social media. We have a crystal clear strategy for the purpose of our presence in the media, for which topics we want to communicate and how we communicate them. In addition, we have shown that in the final analysis our activity on the social media creates value in kroner and øre in The Shopping Center."

How important are social media in relation to marketing CPH?

"Extremely important. They are our public face and have great significance for both The Shopping Center as well as CPH's overall image. In September 2015, we conducted a survey that showed that our Facebook followers, compared to an average passenger, are more likely to arrive early at the airport and, in general, they use more money when they are here."

FACEBOOK FOLLOWERS:

109.500

INSTAGRAM FOLLOWERS:

13.200

TWITTER FOLLOWERS:

5.550

AWARDS IN 2016

DANISH DIGITAL AWARD 16

Silver award – but no gold was given

DANISH INTERNET AWARD '16

Winner in the category 'Social Media'

MOODIE 16

Best Facebook site among all airports in the world

THE INTERNATIONALIST AWARD FOR INNOVATION IN MEDIA

Silver for social content



URBAN PITSTOP ON THE WAY LANDSIDE

Cozy foodcourt mixed with lots of healthy alternatives and last minute travel articles. These are the keywords behind the new commercial area to be ready in T2 in 2017.

'A side benefit of expanding Security'. This is how Anni Thøgersen, Business Development Driver from Airport Sales, describes the new commercial area taking shape in T2 Landside.

"Suddenly we had a unique opportunity to expand Landside with 950 commercial square meters when Security needed more space for more passengers," she says, adding that the need to improve the area has long been in existence.

"We carried out a number of consumer surveys in 2012 and 2013, in which we asked travelers what they thought of the product selection Landside; we discovered that there was room for improvement here. Es-

sentially, they saw the area as a motorway. It was stressing and a sharp contrast to the 'fantastic-ness' they associated with Airside. For a long time, then, we have of course wanted to do something for the area."

INSPIRATION FROM THE BIG CITY

Now the first sod has been cut, the diggers are in place, and plans made for the new area, which is expected to be ready in the autumn of 2017.

"We want to create a sort of pitstop, an urban 'Copenhagen area', where, with simplicity, raw design and a big-city-feeling we attempt to create an inviting environment that appeals to various segments. But this is, naturally, dependent on which concessionaires we end up working with, and this work has only just begun."

There must, then, be room for business travelers, who need to hold a quick meeting before departure; large groups traveling together wanting to meet over a cup of coffee; those accompanying or meeting friends and family on their way out into the world; or some of the

22,000 ID-card-holders wanting a supplement to the canteen.

"We have to satisfy many needs at the same time, and this of course we are attempting to take into consideration in the design and product selection. Seventy-five percent of the units will therefore be in the F&B category, as this is where we see the greatest potential. We want to improve the area with somewhat different units: healthier alternatives, a wider selection, focus on more greens, good coffee, and to-go solutions that appeal, for instance, to people who want to take their dinner home with them," she says, suggesting it would be something like an urban foodcourt.

"Right now, we are working towards having independent units, but with shared seating. You should be able to sit and relax, browse a bit and be inspired by the fine selection."

On the retail front, focus will be on 'the easy solutions' such as gifts, travel items and last minute items.

"This area will be a good supplement to Airside, and we are not at all worried about cannibalization because these are different situations for the travelers. The new area will clearly strengthen our customer experience, and there will be greater cohesion in the airport generally. Overall, we expect a far better experience for travelers, who in the future will be able to enjoy an oasis in the midst of the hustle and bustle of Landside."



ANNI THØGERSEN

'COPENHAGEN DARLING' TO OPEN WINEBAR IN CPH

'World-class wine and tapas'. Kenn Husted has high ambitions for his new restaurant in CPH from the beginning, he states

WEDNESDAY
00⁰⁰
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BOOKING
DATE .DI
FOOD & WINE

If you have ever visited one of Kenn Husted's popular Copenhagen establishments, you know that this man is skilled at working with ingredients and raw materials. From Bibendum in Nansensgade to the darling of Kødby, Paté Paté, or Værnedamsvej's Falernum. All are synonymous with good wine, exotic atmosphere and food in a class of its own. And now the entrepreneur is adding yet another restaurant to his visiting card when he opens CPH's first wine and tapas bar on the square in T3 (T3 Torvet) in October.

"I travel a great deal myself. This year alone I have traveled three out of six months, which means that I have seen many, many airports. In general, I find them rather boring. Mostly, they contain concept stores, much like going for a walk down a pedestrian street in a big city. What I find exciting about opening a winebar in the airport is the act of doing something different. I like feeling at home, and want to serve world-class wine and tapas – and it is wonderful to be able to do so in the world's best airport," says Kenn Husted, commenting on his reasons for saying yes to CPH.

Inspiration for the new place, also called Paté Paté, originates – as have so many other of his winebars – in Spain. The concept is classic tapas dishes served with a good glass of wine. Moreover, it is not only the menu that is inspired by Spain. The atmosphere is too.

"I like it when people are in contact with each other, so at my place you will likely see long tables rather than two-person tables. It is often the case that when you have a good experience abroad it's because you meet some of the local inhabitants. I love spontaneous meetings, and that is what I want to stand for here in CPH. You can come in – no matter who you are – and talk to everyone, without feeling awkward about it."

MASTER OF WINE

The experienced restaurant-maker knows what he is talking about. He is the owner of seven winebars, a café, and two wine stores; also, a new 300 square meter eatery is on the drawing board in Ravnsborggade. Based on his experiences in the Copenhagen food business, he is no longer in doubt about what it is that quickly turns his eateries into some of the most popular in the city.

"I know wine. I really know wine. I began my relationship with wine when I was 14, and now I have just turned 50. In addition, I know about ingredients and raw materials because I import most things myself: wine, beer, spirits, coffee, ceramics, olive oil, and charcuterie. In other words, I know what quality is. Over time, I have grown to understand atmosphere, too; and I am good at hiring the right people, those who understand being themselves and being attentive at work. I don't have many trained waiters; everything doesn't have to be perfect as long as they have personality and a friendly smile."

Right now, working-drawings of the new place are being completed, and, while Kenn Husted works meticulously to create the right Spanish atmosphere, he thinks ahead to opening day in October.

"I am super excited because I have never before had 27 million potential guests. I don't doubt that travelers will find us, and I look forward to seeing them find something they didn't expect to see in an airport."

»I love spontaneous meetings, and that is what I want to stand for here in CPH«

JOHN LUNGSTRØM KAHN, CATEGORY MANAGER FOR FOOD & BEVERAGE AND CONVENIENCE I CPH, ON COOPERATING WITH KENN HUSTED

WHAT WERE YOU HOPING TO ACHIEVE WITH THE NEW UNIT?

"For many years, wine and tapas have been uppermost in the potential-surveys we have conducted, so this made good sense. The unit must of course offer the right selection of food and drink requested by our passengers; but we also hope, at the same time, that it can present a little part of Copenhagen and create the optimal marketplace atmosphere for the T3 square."

WHY WAS KENN HUSTED CHOSEN?

"Kenn is very experienced with wine and tapas and, therefore, is often spoken of, and considered as, the 'tapas king'. By observing his many successful units in Copenhagen, you can see that he is good at tapping into the target group he wants. Also, we wanted a wine-enthusiast in order to appeal to many of the European passengers who perhaps do not know Kenn but who can see that there is quality wine here."

WHAT CAN HE BRING TO CPH?

"Passion, quality and a high level of service."



Most recently, Normann Copenhagen, have taken over the pop-up shop because, according to Marina Munk, they have a concept that fits in 'quite perfectly': "Normann is a brand we have been watching with great interest because they belong to the group of 'local heroes', from which we expect a great deal," she says.

24 square meters with a unique location

A manageable contract and a common 'playground'. The airport's pop-up store gives CPH and new tenants the opportunity to test both collaboration and new concepts.

"If we want to continue being a strong player in the market, it is essential that we always have our finger on the pulse and know what our guests demand. The idea behind our pop-up is that here we have a chance to test new brands and concepts, and see how they are received by our guests in the airport before we enter into a long-term contract.

It is a unique opportunity for both CPH and a new concessionaire to test, within a short period of time, whether or not the product functions in the airport," she explains, pointing out that the collaboration is manageable in relation to both time and economy."

"Obviously, this whets the appetite of a greater number of relevant and,

in some cases, small brands; and thus we can test new and exciting concepts, ones which would not otherwise have become acquainted with CPH. This is clearly a huge advantage – from which both tenant and CPH benefit," she states.

EXCITING, DYNAMIC BRANDS

The store has been there since 2012 and during that time a number of various concepts and brands have passed through. Most recently, it is the Danish firm BECKSÖNDERGAARD, selling everything from hairbands and keyrings to bags and scarves, which has occupied the pop-up store's 24 square meters. They have done so well here that they were offered a permanent unit in The Shopping Center, a unit that has just opened.

»The little store gives us the opportunity to get to know some extremely exciting brands with lots of drive and good energy«

"When we look at whether the pop-up store's tenants are sustainable in the airport after their contract expires, we do not only look at sales, but also make sure that there is a common thread with our strategy to create unique shopping experiences that also contribute in a positive way to our shop- and brand mix," explains Marina Munk.

Even though the store is small, the location is, on the other hand, unique; between 75 -79 percent of all passengers pass by the unit.

"We always evaluate the relevance of a concept in relation to the mix of strong international brands and 'local heroes', who we want to introduce in the The Shopping Center. The little store gives us the opportunity to get to know some extremely exciting brands with lots of drive and good energy; which is something we might not get a chance to do in the same way – if we did not have this unit."

POP UP STORE WHETTED THE APPE- TITE OF **BECKSÖN- DERGAARD**

A dream of a start for our travel retail initiative.' This is how Anna Søndergaard, Partner and co-founder of the design firm BECKSØNDERGAARD, describes status after four months in CPH's pop up store.

WHY WERE YOU INTERESTED IN COMING OUT TO THE AIRPORT?

"Because we had developed a 'concept within a concept' in precisely the area of travel retail. It is one of the growth drivers we are focusing a great deal on in relation to our strategy during the coming years, because we believe that our products are well suited to this exact market. We call this a 'one stop candy-shop' because there is a lot of 'grab and go' appeal about our merchandise. We do not have particularly many sizes, and we have in advance a lot of gift-appeal, which means that we function well in design stores and department stores. We had a good 'gut feeling' that we would fit well in the travel retail concept, and wanted most of all to use CPH as a beginning for this initiative."

How did it go with the launching of the new concept?

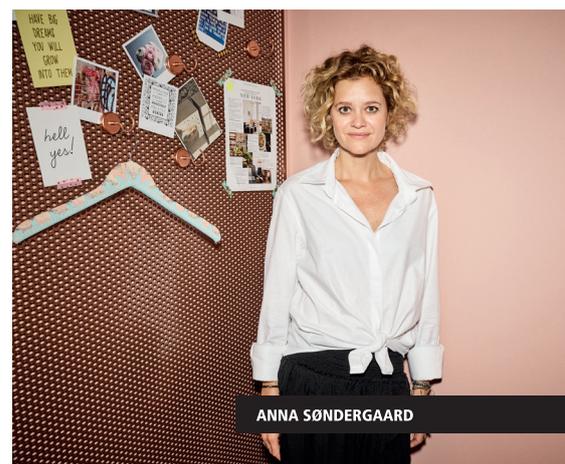
"Overwhelmingly as a matter of fact. Many of the ideas we had about our products in relation to travel retail have been confirmed, and our hopes regarding international appeal have been confirmed. In CPH, you are constantly competing with time, but people stopped and were drawn by the concept. We have proved that we have wide sales appeal, and all our product groups function out here – also across price segments."

Why did the relatively short contract interest you?

"First, it was a very good way to try out a new concept. You can come in – without any commitment worth mentioning – and generate some rapid 'learnings'. At the same time, it is a good opportunity to test the collaboration and get to know the place. Seen from a broader perspective, it also gives something to an airport. I have always been a keen believer in the 'pop up' concept, in which through 'experience shopping' new things are tried out and customers are given an alternative experience. There is so much good energy in a pop-up project because it adds something new and fresh – it's a little like holding a party. We went into this project with the attitude that we would really give it all we had, and create the best possible store, even though it would exist for only four months."

Now you have a real unit – why did you want to remain in CPH?

"First of all, the pop-up store was a great success – more than we had dared hope for. We got good response on both the concept and the dry figures. However, I would also like to emphasize the collaboration with CPH. It has been awesome, and we agreed that we would like to work with this partner some more. In fact, we simply could not bear saying goodbye after four good months



ANNA SØNDERGAARD

in the pop-up store. In addition, we were confirmed in our belief that travel retail, as part of our growth strategy, is a good idea. We have a sense of being absolutely right in opening our first concept store in CPH. This is our home market and an extremely high-profile airport, which naturally makes for a dream start to our entire travel retail rollout. Now we are working on continuing from here. We are strongly engaged in dialogue with a number of airports, about both pop-up stores and permanent units; and we count on opening in a number of airports in the course of the next 12 months. CPH has really whetted our appetite."

THE FUTURE OF PAYING IS MOBILE - AND IS JUST AROUND THE CORNER

Purchases previously made with cards or cash will be deducted before long directly from your mobile phone. Connect has spoken with Jeppe Juul-Andersen, SVP at NETS and responsible for Dankort, about how businesses in the future will be paid for their goods.

How do you see payment possibilities in the future?

As all Danes get contactless cards during the next couple of years, and more and more begin using their mobile phones as a means of payment, we will become used to paying by simply holding our card or telephone to the terminal and keying in the code if the purchase is over 200 kroner. Cash is, you know, the most expensive form of payment for society, and is most widespread today when people buy small things; in such cases contactless payment is a very strong alternative because it is quick and more convenient. With over 2.2 million Dankort issued with a contactless function, and more than six million contactless payments carried out alone in June 2016, Danes have certainly discovered this quick form of payment. Later this year, we take the next step by offering people the opportunity to conduct a contactless payment simply by holding their smartphone over a terminal."

What can mobile payment do compared to traditional payment cards?

"Mobile phones have gradually become the focal point of many things

in our daily lives; sometimes we can leave home without our payment cards and wallet, but never without our phone. In the coming years, development regarding payment will be to increase value by using mobile phones as a means of payment, because here is a possibility of offering a number of extra services to the consumer, which they will see as giving them more value. We can have our loyalty-points recorded and discounts deducted automatically, and our receipts can be sent directly to our telephone immediately after the purchase is made. Thus, the mobile phone will become an increasingly strong alternative to the physical card, and this will mean that, to a greater extent, people will see their mobile phone as a focal point for payment."

How big do you think mobile payment will become?

"It takes a very long time to change payment habits – which are often automatic and something we don't necessarily think about until we have to do things differently. Many Danes will continue to be most comfortable paying with a physical card, and this will still be a possibility. At

the same time, there will be a little group who does not have, or does not wish to have, a smartphone. We estimate, though, that there will be a gradual shift, in which the mobile phone becomes the preferred method of payment, and that 50% of all payments in 2020 will occur via the mobile phone."

When will 'all' customers pay with their mobile instead of a traditional Dankort?

"After 2020, the mobile Dankort will perhaps be most preferred, but I don't dare predict when the physical card will disappear, or indeed whether this will ever happen. This is something that consumers decide. In Scandinavia, and particularly in Denmark, we are at the cutting edge of international development in the digitization of payments, but when we look at the rest of the world, not everyone has reached this far. In many places outside Europe, the magnet strip is still being used for payment. So when we want to use our cards abroad, it will always be the lowest common denominator that dictates the tempo for such a development. Physical cards will remain as long as there are countries

using them. We (Nets) must ensure that Dankort keeps abreast of the times and the technological development, which opens the way for new means of payment. So consumers must decide if, at some point, they are ready to accept that all payments take place via mobile phones.”

In order to integrate Dankort into as many Danish smartphones as possible, Nets will develop a two-part solution. The roughly two million smartphones with an active NFC-function (Near Field Communication) are already able to be used as payment in the same way as contactless cards. Smartphones without an active NFC-function (primarily iPhones) will be able to use a solution based on QR-codes or Bluetooth. Moreover, stores will have to adjust their terminal equipment in order to receive payments from smartphones.



NOW IT IS EASIER TO SHOP ONLINE IN CPH

The airport wants to be on the cutting edge of payment methods in the future, and has just launched its first offer of a payment system that makes online shopping much easier

It has to be easy to make a purchase in Copenhagen Airport. Therefore, in June CPH launched a common online payment system on cph.dk, making it easier to make purchases via your mobile phone. The system is called CPH Easy Pay and is connected to the Advantage-programme, in which customers now have the opportunity to store their card information so that future payments are easier to make. Already, many customers are using this system, says Jonas Levring, Digital Business Development Manager in CPH and co-developer of the project. Since the launch, 44 percent of all customers have stored their payment card information in connection with an online purchase.

“It is smart because our own parking business, for instance, has many customers. We can now offer them the chance to store their card information so that in the future they do not need to key in their account information every time they want to shop,” he says and points out that in this way it is ‘easier’ for customers to use other online offers such as Food to Fly and Home Delivery.

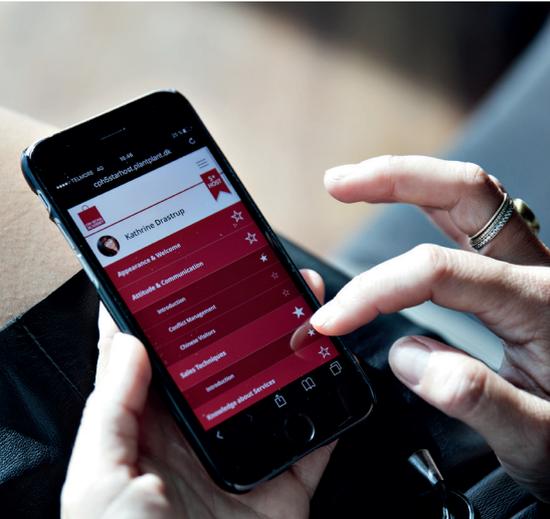
“You don’t need to fumble with your card every time you want to make a purchase. This will, then, facilitate the conversion for stores, partly because it can motivate travelers to purchase again, and partly make it easier to make purchases in the store. It is a natural thing for us

to constantly raise the level of service in the airport in general – and this holds true on the payment front as well.”

A DEVELOPING MARKET

For this reason, CPH’s digital business department is keeping a close watch on developments in the mobile phone area and means of payment in general.

“It is incredibly important that we support the instruments of payment that our customers are used to and trust, as this is essential for whether or not they spend money here. Moreover, there are great differences in how they are accustomed to paying for their goods, depending on where they are from in the world. In Denmark, we are familiar with Mobile-Pay and Swipp, but in China ‘Alipay’ is hugely popular. Chinese cash registers scan a code from a customer’s mobile phone, and the transaction is completed this way. Automatic Tax Refund, for instance, also uses Alipay. The market is in rapid development, and here at home we have just begun to scratch the surface,” states Jonas.



KATHRINE DRASTRUP KEY ACCOUNT
COORDINATOR AND PROJECT MANAGER AT E-ACADEMY

NEW MODULES OF E-ACADEMY ZOOMING IN AT CPH

On 1 September E-academy launched the second phase of the '5 Star Host'- training programme. Focus is still on 'the good host', and this time the new activities examine airport-specific situations more closely.

EA map, a pen, and a mobilephone camera. You are now ready to solve one of the problems in the new activities E-Academy launched on 1 September. The activity is constructed like a physical treasure hunt in the airport, with the purpose of familiarizing personnel in The Shopping Center with, for instance, where the changing station, smoking lounge and prayer-room are located. In this way, CASC employees can quickly help passengers who have lost their way. In addition, E-Academy 2.0 is also about Chinese travelers, conflict management, ID-card behavior in CPH as well as a short brush-up of the modules in phase one.

"What is particularly different in this phase is the fact that we delve into airport-specific problem situations. The airport is a unique workplace, and we have focused on addressing this issue," explains Christian Haahr Jensen, psychologist and learning specialist from the firm Assima, which is responsible for the platform and the new content.

THE BAR IS RAISED

A survey among the employees in The Shopping Center has given Assima good input on how E-Academy, in general, can become even better. This was the departure point for the firm when designing the new activities, he says.

"What the users were especially interested in was that the content should be more difficult and go 'closer to the edge'. We have accepted this challenge, and so the employees will now experience that it is no longer possible to simply click your way through the content without thinking about it – even though this was never the intention," says Christian Haahr Jensen. He continues: "We have added a number of new options, with special focus on making the dilemmas more difficult and more ambiguous, in order to create more debate."

SPECIFIC TOOLS FOR DAILY USE

The purpose of the second phase of 5 Star Host is, precisely as it was in the first phase, to help employees to become better at their work. In order to ensure that as many as possible participate in and complete the new activities, the competitive elements will continue.

"Competitions are good in a learning context because they intensify commitment – especially in a performance culture like that found in a shopping center. However, it is important to emphasize that it is the content and not the competitions that make a difference for the employees. They should participate because here they have a unique opportunity to develop specific skills

THE FIVE NEW ACTIVITIES

RE-ACCUMULATION ACTIVITY

Summary of phase 1

CASC EMPLOYEE APPEARANCE

ID-card behaviour for employees in the airport.

CONFLICT MANAGEMENT

Management of critical and unsatisfied customers

FOCUS ON CULTURAL DIFFERENCES

Focus on Chinese guests, and how we can best provide them with good service

FIND YOUR WAY

Become familiar with the services in The Shopping Center

they can use to tackle difficult situations in their daily routine,” says Katja Meier Marcussen, project manager from Assima.

She points out that the content has been given more ‘edge’.

“What the users will experience is, primarily, that they will be challenged more. The questions in the new activities require that the users reflect more on the various scenarios; and our hope is that they will subsequently feel that they have benefitted from the time they have invested. Now we are simply looking forward to how the new activities will be received.”

E-Academy gave increased sales at World of Delights

Luna Hvid, Business Unit Manager at World of Delights, has had all 44 employees complete E-Academy's first modules, and there is no mistaking the result. Both sales and the Mystery Shopping Score have increased significantly.

What were your first thoughts about E-Academy?

“First, I thought ‘oh no, how on earth are we going to find time for it?’ However, I quickly discovered the great qualities it contained. And now I love it.”

How have you used it?

“I have used it as an opportunity to raise the level of service generally in the four stores. It is precisely the

high level of service that has led CASC to being named winner of Europe's best shopping center seven years in a row; so it is essential that we make this a priority. However, what I think as a manager is one thing, but what the employees think is another, and they have been very positive throughout the process. They have participated in the modules with openness and enthusiasm. Of course, it is always a challenge to one's limits to be observed; we all have strong and weak sides, but they realize, too, that the more they dare step outside their zone of comfort and put their personalities at risk the better able they are to provide good service for passengers. It requires a lot of courage to open yourself in that way, but they also discovered that E-Academy gave them a chance to develop personally and use me as coach.”

How has the unit benefitted?

“All 44 employees have taken the course, and I see it as a sort of investment – both for the individual employee and, in particular, for the unit. During the nearly eight months that have passed, we have seen a clear increase in our sales, we have doubled our Mystery Shopping Score from 50 to between 95 and 100 in all our four stores, and we won CPH's award for ‘Greatest progress’ at the Retail Academy ceremony. In other words, we can clearly measure what we gained from it, and it is brilliant if you ask me.”

What have your employees gained from it?

“Most of them had to be pushed a bit to dare give a more personal service and more of themselves. However, they have become much more secure with it now. Several have also mentioned that they are happy to have gained experience in using some of the special offers out here such as Shop On Arrival and Pick Up On Return. E-Academy has integrated new, good habits in our daily routine, and we use services every day that we did not use before.”

Will you use it again this September when there are new modules?

“Yes! Our appetite has really been whetted, and we always want to

take our service to an even higher level. It's also cool that we in CASC are working together towards a common service goal. In many other places, you are just in your own unit, but here in CPH we are ‘Five Star Hosts’ together. We don't just stand on our own little island, and this is something I find delightful. In addition, we have a new goal to work toward. Now we want to be permanent members of ‘Club 100’.

ABOUT LUNA HVID

53 år og Business Unit Manager hos World of 53 years old and Business Unit Manager at World of Delight. She began the job in CPH in October 2015 after 13 years in the fashion branch as, among other things, independent designer and jobs in sales and service.



HERE, LUNA HVID IS TEACHING ONE OF HER EMPLOYEES IN E-ACADEMY



MERCHANDISE DELIVERED TO THE DOOR IS A NATURAL DEVELOPMENT FOR CPH

Shop.cph.dk is once again taking service to a new level, and since the beginning of summer has offered travelers the opportunity to have the merchandise they purchased online delivered directly to their home address. There is great potential here, but the task of communicating this offer is difficult, says Jonas Müller from E-Commerce.

'A service people expect, but a huge marketing task'. This is how Jonas Müller, Head of E-Commerce, describes CPH's new service, Home Delivery.

"In 2016, people expect to get their goods when it suits them – also from us. However, the challenge of getting our customers to understand that you can do this and it is allowed is a gigantic one. We have offered this service since 7 June this year, and it is a huge marketing task to increase people's awareness of it and get them to try it," he explains.

In order to spotlight the new service, this summer CPH launched a new digital campaign across various online newsites and social media. The campaign video with actress Stephania Potalivo has, until now, been shown over 23 million times, and 85 percent of the Danish population have thus already seen it.

"Naturally, we will be conducting a follow-up survey in which we look at

whether people have in fact understood the message. However, until now it has been a very good start," says Jonas Müller.

LONG-TERM STRATEGY

The potential is very tangible, he says, referring to a survey E-Commerce carried out of everyone who has used the new service.

"66% think it is a good or very good service, and 81% would recommend it to others. This indicates, in other words, that our market initiative is on target."

But from here to becoming a natural part of the trip for the critical mass is more complicated.

"I think it will grow quite nicely year-by-year and multiply sales. However, we will probably have to wait for three years before it really takes effect.

Specifically, CPH is working now to tap into, for instance, Advantage

when customers book parking, for example.

"We write to them, then, asking if they would also like to make purchases in the shop and have the merchandise delivered. We will probably not use big TV-advertising on national TV because it is first becomes interesting when you are about to travel.

WOMEN ARE PRIMARY TARGET GROUP

The primary customers Jonas Müller expects to use Home Delivery are especially women from the Copenhagen area.

"Women around 40 do most net shopping. They fit well into our passenger context and are represented in both business and leisure travelers," he says, and refers to a survey from FDIH, (The Association of Danish Internet Trade), which shows that 35 percent of Danish retail in 2020 will be transacted online – of which 40 percent will be in webshops abroad.

"More and more overseas webshops like Amazon, Zalando and Ebay tap into Danish retail, and these are some of the places we as Danes spend most money. We must also be able to tap into this shift. If we do not take the initiative now, people will simply click to the next link where there is a possibility to buy the same type of goods. Things are going very fast and therefore a focus on our webshop is a really good idea."