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#TravelisBack: Travel Retail Icon Toblerone Drives Digital Engagement with New Generation of Travelers

March 16, 2022 – Mondelez World Travel Retail (WTR) combined the classic confectionery icon Toblerone with the power of digital to connect with a new generation of traveling consumers over the key gifting period between October and February. Collaborating with influencers in select European markets using the hashtag #TravelisBack, the confectionery category leader positioned Toblerone as a nostalgic symbol of travel over a period when many consumers were traveling again, hoping to reignite the joy of travel in seasoned travelers while also engaging younger travelers through social media.

Turkish micro-influencer Öykü Yalçın featured Toblerone front-and-center during her visit to Colmar, France over December, creating a whimsical winter wonderland video reel for social media platform Instagram that was viewed 106,963 times. The reel was supported by a series of Instagram stories that reached 34 400 impressions. The video enjoyed high engagement with Öykü's followers, with one user commenting: "This chocolate takes me back to my childhood times. We used to wait for people to bring it back from their travels," and another adding: "I don't think of travel without Toblerone."

French micro-influencer Valéry Escande's followers echoed similar sentiments when he posted the Toblerone 360g bar on Instagram with the caption "It is tradition in my family to bring [Toblerone] whenever I travel - what is your holiday tradition?". Users responded with "Of course, we love it, and mom bought it for me," as well as "Same tradition here!".

The influencer collaborations were supported by a social media advertising campaign that ran across Facebook and Instagram, geotargeted to airports in London, Istanbul, Amsterdam, Munich, Copenhagen, Milan, Frankfurt, Prague and the Canary Islands. Posing the question: "What being able to travel again mean for you?", the posts were supported by bold, colorful visuals of the famous triangular chocolate.

Dogus Kezer, Marketing Director at Mondelez WTR, said: “Toblerone is the number one chocolate brand in duty free, and the 360g bar has long been synonymous with travel for many consumers across the globe. Being able to gift a Toblerone again has been a great reminder for many that travel is back.

Digital is one of the core pillars of our travel retail business; this ever-evolving playing field offers so many fresh opportunities for engagement and through campaigns like #TravelisBack, we aim to deliver purposeful and authentic story-telling to connect with a new generation of traveling consumers in a meaningful way.”

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About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor’s 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

About Mondelez World Travel Retail

Mondelez World Travel Retail, a member of the Mondelēz International family, is the leading confectionery manufacturer in travel retail that makes every traveler’s journey delicious in airports, ferries, airlines, and border stores across the globe. Its portfolio covers all main confectionery categories, chocolate, biscuit, gum and candy, with beloved brands such as Toblerone, Milka, Cadbury, Oreo, Daim, Côte d’Or, Mirabell, Marabou, Freia, Trident, Stimorol and Bassett’s. Visit www.mwtr.com.

