

Grey Goose Vodka and DFS drive sampling and social interaction with JFK shoppers

By **Steve Pawlett** on September, 28 2018 | Spirits & Tobacco



Bacardi's GREY GOOSE vodka has teamed up with leading travel retailer DFS at JFK Airport, T4 to emphasize its Gallic heritage in its VIVE LA RIVIERA summer campaign, which ran through August-September 2018.

With a high-profile site at DFS' store entrance, travelers were met by a GREY GOOSE pop-up with iconic images of the Mediterranean Sea, a GREY GOOSE French style bicycle and Provençal inspired market carts and general joie de vivre of summer on the French Riviera.



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A vacation isn't complete without photos, so shoppers were invited to have their Riviera moment photographed and for it to be transformed into a personalized GREY GOOSE bottle tag, ensuring that next time they are making GREY GOOSE cocktails, they will be reminded of their trip.

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140,000 snapchat impressions. Direct shopper interactions reached 29,000 with a 20% conversion into sampling.

Alongside the core GREY GOOSE range, the brand focus of the campaign highlighted the limited-edition GREY GOOSE French Riviera bottle 2018, designed by Quentin Monge and inspired by his childhood holidays on the French Riviera. ST-GERMAIN liqueur, an essential ingredient in a GREY GOOSE Le Grand Fizz was also featured.

The campaign was designed to be distinctly disruptive says Geoff Biggs, Director Americas, Bacardi Global Travel Retail. "GREY GOOSE and summer cocktails are great partners, whether that's on vacation or for sophisticated entertaining at home with friends with your own Riviera-inspired cocktails. We brought to life the French heritage of the brand, inspiring shoppers with the ease of making a GREY GOOSE vodka cocktail and the added luxury it brings to any summer drinking occasion."

"This summer campaign from GREY GOOSE is a refreshing contrast to the heat of the city and sets a perfect tone for travelers heading to overseas destinations from Terminal 4 at JFK, including Paris. At DFS, we always aim to provide our traveling customers with something new and exciting to enhance their journey, and the theatrical elements of this campaign worked well to attract and delight them," explained Brooke Supernaw, DFS Group Senior Vice President Spirits, Wine, Tobacco, Food and Gifts.