

# Hershey's world-first flotilla buggy lands at Kuala Lumpur International Airport

By **Mary Jane Pittilla** on July, 9 2018 | Confectionery & Fine Foods



Hershey's flotilla buggy is based on the American automobile theme of "sunny California-dreaming convertible Cadillac"



All smiles at the launch of the Hershey's flotilla buggy



Nazli Aziz, Senior General Manager for Commercial Services, Malaysia Airports at the rostrum, giving a speech at the launch of the Hershey's flotilla buggy

Malaysia Airports, DR Group and The Hershey Company have launched the world's first Hershey's flotilla buggy, a mobile retail concept at Kuala Lumpur International Airport (KLIA).

This tri-partite collaboration aims to redefine experiential retail for travelers.

Converted from a conventional buggy, the flotilla buggy is the world's first truly mobile promotion by a confectionery brand that is expected to become an attraction by itself and provide the excitement of last-minute shopping convenience prior to departure, Hershey's said.

The idea of a flotilla buggy was mooted in October last year at the TFWA World Exhibition in October, where the three parties discussed ways to enhance experiential customer engagement.

"It was agreed by the three parties that the Hershey's flotilla buggy would provide an exhilarating interactive shopping experience," said the confectionery company.

The Hershey's flotilla buggy has been styled based on the American automobile theme of "sunny

California-dreaming convertible Cadillac”.

Complete with headlights and engine sound, it is adorned with messages and artistic images of landmarks of Malaysia to give it a sense of place that is expected to translate into photo moments for travelers.

Nazli Aziz, Senior General Manager for Commercial Services, Malaysia Airports said travelers were becoming more sophisticated and desired more interesting experiences when they travel.

“Malaysia Airports is constantly looking into new ways to curate a convenient, unique and memorable shopping experience for customers. The launch of the Hershey’s flotilla buggy is the culmination of a successful partnership between Malaysia Airports, a world-class confectionery brand and an enterprising retailer – the first of its kind in the history of travel retail in Malaysia,” he said.

He added that the flotilla buggy would strengthen the sense of place concept at KLIA in line with its initiatives to enhance the airport experience and provide a “joyful” Malaysian experience for travelers.

Sales are projected to grow 7.78% by this year in view of an expected increase in arrivals, especially among travelers from China, as well as an increase in choices of chocolate brands and confectionery products.

DR Group Managing Director Dato’ Dahlan Rashid said: “DR Group is a leading airport retail specialist for confectionery and perfumes and cosmetics category in Malaysia. Since its inception in 1985, DR Group has been creating its own niche internationally by innovating the travel retail confectionery business landscape. We believe this synergistic collaboration provides the perfect beginning for endless possibilities in retail innovation.”

He added that the flotilla could potentially be a game changer in the travel retail industry.