

Mazaya helps Dubai travelers step out of this world

By **Jas Ryat** on November, 28 2017 | Spirits & Tobacco



Mazaya, shisha tobacco producer, gave travelers a chance to step out of this world and relax during their busy visit through Concourse A Departures at Dubai International Airport



Premium shisha tobacco producer Mazaya gave travelers the chance to relax, rewind and recharge at two locations as they made their way through Concourse A Departures at Dubai International Airport in October. The “Step Out of this World with Mazaya” promotion, created by Outspoken Projects in conjunction with JC Decaux, made for an oasis of calm where passengers were invited to step out of the busy airport and experience a moment of sensory relaxation with Mazaya. Massage chairs provided an opportune time for travelers to relax while listening to music through headphones. Charging stations simultaneously allowed for participants to recharge their devices.

Travelers were drawn to the vibrant and colorful Mazaya locations which included soft grass and stone effect carpet. Each area also used small mini mist vaporiser scent machines with aromas including blueberry, apple, orange and mint to create a multi-sensory experience that linked directly to Mazaya tobacco flavors.

Brand ambassadors present assisted the passengers with their complimentary massage as well as communicating core brand information around the Mazaya product range.

Participants were encouraged to take souvenir photos and share their experience on Instagram, Twitter and to ‘like’ the Mazaya Arabia Facebook page; in return they received a special branded Mazaya Bluetooth speaker or Duffle bag.

Mazaya Brand Manager Rawan Elayan commented: “This was a perfect activation aimed at touching the consumer before they reached the Dubai Duty Free retail outlets. We engaged with over 2000 passengers during the promotional period, enabling us to present the Mazaya brand and highlight the incredible range of flavors available through a very relevant experience.

“It’s so important to communicate with passengers, not just in the duty free retail area, but at other touchpoints during their journey and this was a perfect example of how successful that can be. As a direct result we have seen an increase in sales between September and October of 16%, while compared to October last year sales are up 17%. Of course, it’s also about raising brand awareness

which will reflect on domestic sales not just in Dubai but globally where Mazaya is listed.”

