

DUTY FREE SHOPS OPEN TO CONSUMER COMMUNICATION



An important visibility project for the communication of the various brands of the **Illva Saronno** portfolio is unfolding at the **Duty Free** shops within the most important airports in the world: **Rome Fiumicino, Milan Malpensa, Dublin, Madrid, London Heathrow, Palma De Mallorca, Gran Canaria, Santiago de Chile, Newark (NY)** and **Mexico City**, to name just a few.



Planning of such activities already started at the end of last year and is expected to increase sharply **throughout 2023**, with a graphic customization and animation intervention on the various areas through decidedly impactful displays, structures and decorations.

From display columns to gondola heads, from linear furniture to more peculiar structures, the duty free spaces welcome a communication consistent with the mood of the various brands and products involved: **Disaronno, Disaronno Velvet, Engine, The Busker.**



An attractive showcase capable of intercepting consumers from all over the world in highly commercial areas, in which to combine tasteful presentation with intense interaction and involvement through **targeted tastings**: a surefire winning strategy for the growth in notoriety of the prestigious Illva Saronno portfolio.

