



CONTENTAINMENT CLIENT: WORLD DUTY FREE

Contentainment is a “unique digital marketing and merchandising” concept created by World Duty Free that provides an innovative platform for brands within the airport retail environment. Contentainment combines a number of elements including high definition feature walls with digital signage, mood ambient audio, quality merchandising, sampling and live events, and theatre. This model is being used to present World Duty Free the brand, the store, brand partner products, events and airport information in a creative and inspiring way where no two visits will be the same.

Blackjack has been working closely with World Duty Free in order to provide highly trained professional staff with dual skills to entertain and sell. We provide all training and choreography to the team, as well as designing and producing bespoke costumes for each campaign. During the campaigns Blackjack provide day to day feedback and project management of the events. At the end of each campaign we provide sales feedback and campaign summaries to ensure an end to end service is provided.

A variety of campaigns have been running constantly from March 2009 under the themes of: Masquerade, Platinum, Love Summer and Love Fashion. Each event lasts a set number of weeks where eight brands and their products are promoted. Each brand gets two hours of sampling and promotional time per day for the duration of the theme.