

Outdoor advertising boosts purchase intent: Lindt leverages the "drive-to-store" effect at Zurich Airport

Study on advertising effectiveness



Targeted outdoor advertising in the immediate vicinity of the point of sale can effectively help to increase the attention of potential customers and positively influence their purchasing decisions ("drive-to-store" effect). Especially in high-traffic locations such as airports, the advertising message has a particularly strong impact due to its high visibility and contextual relevance.

The example of Lindt & Sprüngli AG shows how effective this principle is in practice: in 2024, the company used the digital advertising offering at Zurich Airport to target travellers with two campaigns – during the summer holidays and the pre-Christmas period – and encourage them to visit the sales outlets in the Airside Centre. Both campaigns, the *Zurich Range* and *Lindor Christmas*, increased the likelihood of purchases in duty-free shops and had a demonstrable positive impact on travellers' purchasing behaviour.

Subject and objective of the study

Impact of advertising campaigns on Lindt's brand image and the purchasing behaviour of travellers at points of sale in the Airside Center at Zurich Airport.

Test facility

Interviews with open and closed questions on brand awareness and perception of the advertising campaign with a total of 609 people.

"Targeting travellers and airport visitors, the DOOH marketing campaign at Zurich Airport, in collaboration with APG|SGA, has increased our visibility among a diverse and highly frequented audience. Our "Grüezi" product range was prominently featured on 13 ePanels and 75 ePanel FlightInformation displays in the summer, and our Lindt Christmas assortment was showcased during the Christmas season under the slogan "Share Magical Moments" with a focus on LINDOR. The timing of the campaigns was particularly effective as they perfectly captured seasonal trends and increased demand for relevant products. This enabled us to boost engagement and sales in both the summer and Christmas periods."

Peter Zehnder, Head of Global Travel Retail, Lindt & Sprüngli (Switzerland) AG

Client

Lindt & Sprüngli AG is a leading Swiss chocolate manufacturer that has stood for the highest quality, craftsmanship and innovation since 1845. With its premium products, Lindt combines luxury, enjoyment and Swiss chocolate tradition, delighting customers worldwide.

Objective

The *Zurich Range* summer campaign aimed to encourage travellers to purchase one of the exclusive products as a souvenir or gift. The slogan "Take Home Your Souvenir from Zurich" emphasised the connection to Switzerland as a destination. The *Lindor Christmas* campaign, on the other hand, aimed to appeal to travellers' emotions in the run-up to Christmas by showing them a moment of indulgence with the iconic Lindor ball. The advertising message was designed to highlight the sensuality and quality of Lindor and inspire travellers in the immediate vicinity of the point of sale to make a purchase.

Implementation

Summer campaign *Zurich Range*

Duration 22 July – 18 August 2024

Media mix Digital spot

Reach 1.531 million passengers (net) /

75% airport coverage – 57.700 million contacts (gross)

Digital networks 13 Airport ePanel in the Airside Center and 75 Airport ePanel FlightInformation Airside at Zurich Airport

Design Clear product statement with direct reference to Zurich

Measuring advertising impact Interviews with 300 people (aged 18+)

Pre-Christmas campaign *Lindor Christmas*

Duration 9 – 25 December 2024

Media mix Digital spot

Reach 904,013 passengers (net) /

76% airport coverage – 30.617 million contacts (gross)

Digital networks 13 Airport ePanel in the Airside Center and 75 Airport ePanel FlightInformation Airside at Zurich Airport

Design Emotional product presentation, perfect for the festive season

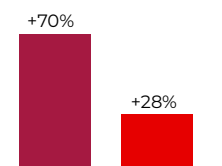
Measuring advertising impact Interviews with 309 people (aged 18+)

Highly effective digital outdoor advertising presence

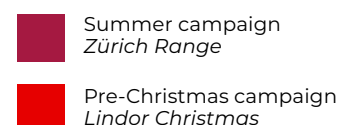
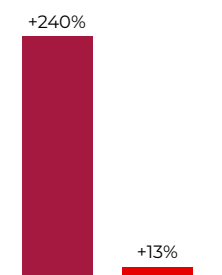
The advertising impact study demonstrates the influence of digital outdoor advertising on purchasing decisions at nearby points of sale, using Zurich Airport as an example.

- The combination of eye-catching moving images and large-scale, emotional visuals significantly increases the advertising impact.
- Thanks to its high visibility, digital outdoor advertising is a particularly effective medium in high-traffic locations such as Zurich Airport.

Purchase intent in duty-free shops among exposed travellers



Product purchases in duty-free shops by exposed travellers (at least one product)



Any questions?

Please do not hesitate to contact us for further information.
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