



Jane Ewing Diageo GTME

Persuading travellers to stop and shop

In the middle of 2010 Jane Ewing, Managing Director of Diageo GTME (Global Travel and Middle East) was given the big task of heading up the drink giant's ongoing plan to grow the value of the liquor category in travel retail from \$6bn to \$12bn.

Could you please tell me about your specific role and what is involved in a typical week?

My role sees me managing all the markets that we operate in, supporting and receiving support from all my regional directors and functional teams, to drive performance and achieve the very challenging goals that we set out at the beginning of each financial year. We're a global operator and travel retail is a 24/7 industry so one week I could be participating in an international conference for all the teams working within Diageo GTME, celebrating the opening of a new retail concept in one of our markets, or speaking at a travel retail industry conference highlighting our work within the channel.

What are the key areas of focus for your business in 2011?

The most important one for us is to grow with our customers and continue towards our commitment to grow the value of the liquor category in travel retail from \$6bn to \$12bn. At the heart of this lies the challenge of driving footfall from the concourse into the liquor store which means we have positively to 'disrupt' travellers' journeys through the terminal and persuade them to be shoppers.

What are the plans and launches due in 2011?

One indication of the scale of our intent in 2011 would be our first big 'reveal' of the year: an amazing activity set on a private island (Half Moon Cay, Bahamas) that is owned by one of our partners on the project, Holland Americas Cruise Line.



The activity involved a three-way project between Diageo GTME, Holland America Line and Carnival Cruise Lines to open a dedicated bar, made to look like a beached shipwreck, to promote Captain Morgan rum.

What are the current consumer trends you are seeing in the travel retail market?

Three key motivations that continue to influence our thinking are:

- Innovation – The travelling consumer is looking for something extra special, exclusive and innovative when purchasing duty-free items. This led to the launch of the new Johnnie Walker Black Label variant, Johnnie Walker Double Black that has remained a travel retail exclusive.
- Gifting – We have had great success on gift packs we developed on our brands last year. The Baileys Spring campaign is one example. We developed a pack that included two Baileys chocolates that rested in a special 'on bottle pack'. It proved a real sales driver for us.
- Trading up – The success of Johnnie Walker The John Walker Edition ultra-premium blended Scotch whisky highlighted this for us

last year. Retailing for around USD\$5,000 it is a serious purchase for anyone to make but with the right experience created by engaging on concourse activations and supported by dedicated brand ambassador activity, we created the right atmosphere and sales.

What do you forecast for the rest of 2011 in terms of demand?

The variable pace and scale of the global economic recovery is a factor but we are working hard to understand the travelling consumer and are satisfied that our marketing and promotional strategies are reaching those consumers. I expect we will continue to see recovery, though it will continue to be uneven.

What are the big issues and key events in 2011 for the liquor sector in travel retail?

Driving footfall is the key challenge for our category. Therefore continuing to raise standards in travel retail so that great shopping experiences are available world-wide (and not just, as at present, in some select locations) is a key mission. Happily, it's one shared with many of our customers. **DM**

PERSONAL FILE

Based Dubai, UAE

Drives Anything that will drive in the desert

Essential gadget Headphones

Favourite city New York and Belfast

Favourite airport Dubai