

Connect

An insight into CPH

Fenar Ahmad sets the sled dogs free in CPH

Meet the Film Director behind
'The Journey Is On'

CONTENT: Welcome inside – Airport lounges are no longer exclusive clubs | Heinemann continues its TAX FREE success – the German firm is remaining five more years in CPH | Landside's new Food Court is opening soon – Read about the background | Party and celebration – Photo report from the Retail Academy Diploma Ceremony | Sea cucumbers and swim bladders on the shelves – the Chinese are crazy about Delicious by Nordic | Meet Henriette Koustrup Madsen – new business developer and editor of Connect | A little world news item in CPH – advertising screens go online

June | 2017

Connect

Connect is published four times yearly by Copenhagen Airport for employees and concessionaires/ tenants of stores and eateries in CPH. Connect writes about new trends in retail and travel retail and focuses on overall development of the airport. In addition, Connect also gives readers insight into everyday life in CPH: the dedicated employees, the happy travelers, and everything surprising and innovative that takes place daily in Denmark's biggest workplace.

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The next issue of Connect will be published in September.

Connect is printed according to the most stringent environmental standard, Cradle to Cradle. Cradle to Cradle is a holistic environmental certification ensuring that the magazine does not pollute, that it is produced with the utmost respect for the earth's resources and contributes to nature's cycle. The magazine can be recycled again and again, which also means that no waste is generated and that it is not toxic for human beings or the environment.



Dear Reader

You now have the new edition of Connect in your hands, and perhaps you have already noticed that something has changed. The magazine has been given an extensive makeover, especially regarding the visual, but also regarding the editorial content, of which this leader is an example.

We want to create a magazine for you that meets all the high standards that we in CPH would like to be known for - by all our passengers as well as in cooperation with you. And just as we want to give our guests extraordinary experiences, we want Connect to give such experiences to you. Because it is you who create the very special atmosphere at the airport every day, which in turn increases the traveling pleasure of our many passengers and helps give them a good sendoff out into the world. Most recently, we celebrated this at the Retail Academy party, held in the VL building at the end of April. Personally, I love it when we from CPH finally have the opportunity to celebrate you appropriately and spend a festive evening with you. The atmosphere was as usual fantastic, which you can see here in the magazine, where we bring a photo report from the party. I hope you enjoyed yourselves as much as I did. You are doing a fantastic job every day, and I would like to take this opportunity to thank you very much.

With the new, improved Connect we want to provide you with content that you can use in your daily work and your meeting with travelers. Inspiring articles about new tendencies, initiatives that can improve your bottom line, while, at the same time, we will endeavor to keep you up to date with projects that are high on the agenda of the senior management on Lufthavnsvboulevarden. In addition, we will also be zooming in on some of the many fantastic people who work in CPH. In fact, we have dedicated the entire back page to precisely this goal, which in a light and playful tone gives you insight into a number of various employees 'off duty'.

I hope you will bid the new magazine welcome.

Good reading

Lise Ryevad



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New business developer focuses on young people and China

Henriette Koustrup Madsen is the new Business Development Manager at CPH. Her first task is to identify trends that appeal especially to young travelers and Chinese; she is also the new editor of both NEWS and Connect.



What will be your primary job functions?

"Among other things, I will be working on business development concentrated on the top line and which will typically manifest itself in new initiatives to boost revenue. For example, I will be focusing on Chinese passengers and young travelers and how we can develop special initiatives in relation to them. I will not be working, as such, with what brands we should have in the Shopping Center. This responsibility lies with the category managers. I will be focusing more on the projects that transcend categories. In addition, I will be responsible for the communication between CPH, our tenants/concessionaires and all the skilled employees who work daily in the Shopping Center and help send our passengers well on their way. In practice, this means, among other things, that I will become editor of our weekly newsletter, NEWS, and I will also be responsible for Connect. It is extremely important that we manage to communicate clearly about the initiatives and projects we launch; and I am looking forward very much to getting started."

Why do you think this job in CPH is interesting?

What is particularly special about the airport is that we all have a relationship to it. I have traveled a great deal, both privately and through my job the past couple of years, and I have seen

from the sideline how it has developed enormously. That is something I want to be a part of because I think what is happening out here is extremely exciting. From a purely professional point of view, it was a good opportunity for me to use more facets of my background than just retail, which is what I have worked with most recently. However, I must admit that it has been very special and absolutely wonderful to come to a workplace where I already have had good experiences and memories.

What tasks are you most looking forward to delving into?

"It is going to be very exciting to get to know the Chinese better, but I am also looking forward to delving into the young consumers. It is going to be interesting to work with that group because, basically, they represent an altered consumer pattern that applies to the entire population. If I look at myself - and I am neither generation Y or Z - I have also changed my purchasing behavior concurrently with both net- and mobile sales becoming more and more accessible. We have to be smarter at finding out how to 'catch' them, and how to run a store in the future. I am looking forward to making a contribution here and supporting it with the newest trends and information in this field."

Where can we typically meet you?

"As someone who comes and asks questions now and then. Either because I am searching for a good story for our communication platforms or because I am curious about which customers the units have, how they see them, and what they say to them. Stores and restaurants in The Shopping Center deal with travelers every single day, and therefore they possess unique knowledge about them. To a great extent, I see it as a collaboration in which we together find solutions benefitting everyone - CPH, travelers and the units in The Shopping Center."

In brief about Henriette Koustrup Madsen

Age: 36

Education: CBA Nottingham Trent University, Academic Bachelor of Commerce Sales and Marketing

Previously employed at: Pandora, Hugo Boss, Bestseller and ECCO

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Film director Fenar Ahmad is behind CPH's latest campaign video, *The Journey Is On*, with musician Hans Philip in the leading role. Connect has talked with the 36-year-old 'critics'-darling' about seeing young people at eye level and following your instincts.

'The feeling. You know it, for those with a ticket. Out on the polished floors, tread on by diversity, with 10,000 thoughts and expectations.' The musician Hans Philip's raw voice expresses how it feels to have travel fever in CPH's newest campaign film, *The Journey Is On*. With the lights turned off, partying in the terminals and 12 sled dogs running wild, the film addresses young travelers with a message that the journey begins as soon as you buy your ticket. Behind the film is director Fenar Ahmad, whom you may know best from the critically acclaimed crime film *Underverden* (*Underworld*), which premiered earlier this year. And precisely as if he had been working on a movie production, Fenar Ahmad has worked with narrative as the central element in this commercial.

"I want to create a feeling that this place is not like anywhere else. Instead of showing how many perfumes you can buy and how delicious the sandwiches are you can eat, we took our point of departure in how it feels going through the airport and the mystery associated with traveling. Young people need to be made aware of the cool spaces out here - that it's a cool place to stay, with many opportunities," he explains.

That is why he insisted that the movie be filmed at night. Because 'it's a new way to explore familiar places'.

"You often connect daylight with the daily grind you want to get away from, and which young people connect with school and sleep. However, everyone lives at night. That's why I emphasized the importance of shooting the movie at night. The shapes of the building are much more attractive, and you see the airport in a different context," he says, pointing out

that it was also obvious in this situation to have a party.

"Seventy-five percent of young people travel in order to party. For them, almost everything is oriented around social and festive occasions, and that energy is something I would like my movie to have. I think we have been successful, and at the same time, it is something that enables us to see young people at eye level. "

Going exploring

At the end of the film, Fenar Ahmad releases 12 sled dogs in the terminals. As a symbol of the instincts awakened when you travel.

"When you travel to a strange city, your instincts wake up. You become aware of your surroundings - where do we go, which street, which city? The dogs' instincts are much more immediate and strong, compared to our brains, which have already decoded the trips we make frequently. "

But there is also another layer meaning with the 12 dogs, he explains.

"Sled dogs traditionally get people to travel. They are both a means of transport in themselves, and at the same time an illustration of moving mentally when traveling. In fact, a sled dog encompasses many of the feelings we have when we travel. "

But he knew that the idea was a bit wild, and he had not really thought that CPH would agree.

"I thought that this was one of the ideas I would have to fight for. However, CPH actually understood my reasoning, which was truly awesome. "

A third argument for the dogs, according to the instructor, is that they help make the film unique in a digital world where we are all affected by the message from all sides.





»Instead of showing how many perfumes you can buy and how delicious the sandwiches are you can eat, we took our point of departure in how it feels going through the airport and the mystery associated with traveling.«

Fenar Ahmad





1. Hans Philip, from the former group Ukendt Kunstner, has the leading role in *The Journey Is On*. This is the first time he has been involved in a commercial collaboration.

2. Stylist Pernille Teisbæk has served as an 'influencer' for the airport during the past year, where she represents the specialty stores.

3. The sled dogs are a symbol of instincts and the journey itself. Here they are set free in Pier C.

4. *The Journey Is On* music is composed by Hans Philip's former music partner in *Unknown Artist*, Jens Ole Mccoy.



"On Facebook, there is countless input from all over the world, so how do you remember this movie rather than anything else if nothing surprising happens? People like imagination, and you need a little circus trick before people remember one movie rather than another. The dogs are a good example. "

Dream images

In addition to *Underverden*, Fenar Ahmad has also directed the music video 'Ik' lavet penge' with the rapper Kidd, which has been shown nearly three million times, and 'D.A.U.D.A.' with the rapper Sivas, which has been seen nearly six million times. Even though the format and the team behind these productions are different, the approach to the work is always the same, he explains.

"I treat them all as stories. You must narrate in images if you want to make a difference; and I especially love dream-like pictures, which *The Journey Is On* has many of - they are also found in *The Underworld*. No matter what format I'm working with, I think of each scene I'm

directing. A bit like a boxer or a football player who is struggling with the same intensity, whether it is a training match, league match or national team match and hopes that he will be successful. You never really know where the ships you launch will end up, "he says, stressing that it is crucial for him to surprise and keep the viewer focused for the entire duration of the film.

"I create the things I do because I want people to see them; otherwise it makes no difference. For example, I really enjoyed turning off the lights in certain areas of the airport and emphasizing things that are not normally visible when you are a passenger. I've been in CPH many times now, and I honestly believe that it is one of the most beautiful airports in the world."

About Fenar Ahmad

Trained as a film director at the alternative film school Super16.

Among other things, he has directed the critically acclaimed film *Underverden* (2017) and *Ækte Vare* (2014); also, he received a Robert for the short film *Megaheavy* in 2010.



Hans Philip, just before he is 'woken to life' by the sled dogs. The *Journey Is On* takes place, like many other productions by Fenar Ahmad, in a dream-like universe.



3 short questions about CPH to Fenar

What is your own relationship to the airport?

I travel a great deal, and it gives me great pleasure. Every time I'm in the airport, I'm a happy camper. I've just been in Los Angeles and I'm going to Japan soon, which I am looking forward to.

Do you have a regular routine in CPH?

"I have eaten sandwiches at Aamanns the past couple of times. And I'm a big fan of the smoking terrace, which I've often used because it is so great to have a smoke after eating."

What do you always buy in CPH?

"I always visit the newsstand and buy two or three newspapers. If your flight is delayed, it's not the worst airport to be stranded in."

5 questions about The Journey Is On

Senior Brand Manager Louise Koldsgaard explains why The Journey Is On is something special.

What is the background for making The Journey Is On?

"The starting point was that we wanted to draw the attention of and build a relationship with, young travelers. All our surveys show that young people do not see the airport as relevant in terms of shopping. We want to change that, and we are doing this, for example, by building a relationship with them through a campaign like this one. Hans Philip, from the former music duo Unknown Artist was chosen as a so-called 'influencer' and used as a spokesperson for the message that a journey starts at the airport. That it is a unique place where you should arrive in good time. Throughout the past year, CPH has used influencers with great success. We have succeeded in reaching target groups that are otherwise difficult to reach. The Journey Is On is a continuation of that strategy. "

Why does Hans Philip have the leading role?

"He has been part of the music duo Ukendt Kunstner, and he has a big stake in the young audience. In fact, he has never been part of a commercial collaboration before, and he has declined many. That is why it was so unique that he wanted to play with us. He felt he could vouch for the product, which we naturally are proud of, and like so many others, he has a personal relationship with CPH. Ukendt Kunstner has been disbanded, so this also meant that he shut down all his social media. When CPH published The Journey Is On, Hans Philip later launched his new social identity under his own name, and this video was the first he published. That means a lot to us. There is a target group out there who has been waiting for a long time to hear from him, and it's so cool that the first thing he comes out with is CPH. It helps to give us credit by emphasizing that the airport is a cool place. "

How is 'The Journey Is On' different from other CPH commercials?

"If you've been following us for the past couple of years, you might also see that this is a whole new way for us to make movies. The most recent promotions and commercials we have produced are shot in daylight and with people, but this movie goes beyond what you think you know, and it makes you stop and think about the content. We are struggling to get the attention of young people who are quick at swiping across their phones and moving on; but I think we have succeeded in creating content that establishes a relationship with the young travelers we have not been in contact with before. We have received very good feedback from the younger segment, while older passengers, mainly women, have also been very receptive. "

What has Fenar Ahmad contributed to the film?

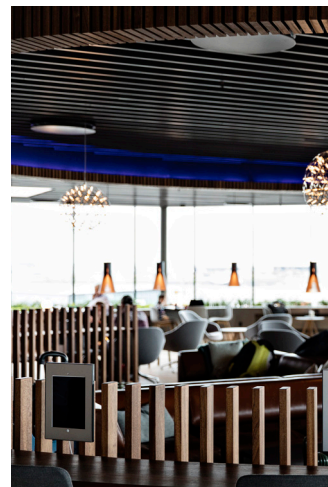
"Fenar used his filmic, creative abilities and angled the CPH content to be less of a commercial and more of a film. Many people thought that it was a trailer for a film or a series, so they expected there would be more. He is able to weave a commercial into a filmic universe, where, in a positive way, you are in doubt as to whether it is a commercial or a film."

What was it like to work with Hans Philip?

"It was new for him to be part of a commercial collaboration, but he had many good ideas anyway as to how we could tackle it and what made sense for him and his own brand. He is a very good lyricist, and he wrote the entire text himself. We came with content input, which he then interpreted. So we hear his own words and interpretation of the travel feeling in the film, which also contributes to making it so personal."

Calm before take

In recent years, airport lounges have gone from being for 'business people only' to being for a much broader segment. At the same time, demand is increasing in CPH, which is now opening three new lounges.



"The view is truly unique. Maybe the very best, apart from the control tower." Henrik Olsen, Lounge Manager in Menzies Aviation's new lounge in CPH does not find it difficult to describe what he is most pleased about with the handling company's newly opened lounge in Pier C.

"I think we have succeeded extremely well with the design, which is not too minimalistic and has warm colours; and the view is definitely spectacular. You don't see such a view very often in an airport because lounges are often kept somewhat hidden."

In addition, with its 180-degree panorama over CPH's runways it is easy to agree with Henrik Olsen that the view is rather spectacular. Menzies Eventyr Lounge, as it is officially named, is one of the three new lounges that either have been established or are on the way to

being so in Copenhagen Airport, explains Connie Sery, Business Development Manager in the Real Estate department in CPH.

"We analyzed the use of existing lounges a year ago, and saw that there was a great potential for establishing some more. In particular, we saw a significant demand for lounges in connection with intercontinental traffic. Until now, passengers have had to use the lounges located in the Schengen area, as there have been none previously in Pier C, but this meant that travelers had to spend time getting through passport control, which is always a bit of a stress factor," she explains.

In addition, our surveys gave a surprising insight into who uses lounges today. It is no longer only business people who seek out the calm surroundings in an airport.

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Totally halal

The Eventyr Lounge is the first and only eatery in CPH that is halal certified. This means that the lounge, besides offering halal-based dishes, also has a separate oven, refrigerator, dishwasher and tableware for halal food.

How do you get access to a lounge?

In principle, anyone can purchase access on their day of departure to all lounges in CPH if they do not have access via their flight ticket, Mastercard, Diners Club or the like.

You pay a lump sum from 140 – 250 DKK.

After this, all services are free.

Who uses lounges today?

63 percent are business travelers

29 percent are leisure travelers

8 percent are in the category 'other'

Where do the visitors come from?

35 percent are Danish

65 percent are international

Where are the lounges located?

Aviator, Aviator#2, Aspire og CPH Apart er lokaliseret i T2 (Schengen), SAS ligger i T3 (Schengen), Eventyr Loungen i Finger C (Non-schengen) og Regus i T3, Landside.

"As traveling has become a commonplace, the segment using lounges is no longer homogenous. Today young people and families with children also seek out lounges," says Connie Sery, who adds that lounges have also had to adapt to the market.

"Previously, lounges had more or less a patent on internet connections in an airport, and were a product meant for business travelers. This is not the case today, where many people use seats at the gates to solve last minute problems before departure. Therefore, the operators have had to open up and make themselves attractive to other segments. Many leisure travelers use lounges today as a nice place to relax before a long flight."

If you look around the Eventyr Lounge on this Friday morning in mid-April, this is exactly what you see: a family with chil-

dren, and two young backpackers with earphones and a film on their iPad.

The image needs to be challenged

Even though several different segments use CPH's lounges today, there is still a great deal of mystery as to who actually has access to them. An old time image of being 'an exclusive club' still sticks, even though today quite ordinary travelers can buy access for a fixed price if they don't already have access via their flight ticket or debit card. When you have paid the entrance fee, all services are then free.

"We are well aware that people have not realized that lounges are for everyone, and we understand that we need to make people aware of where the lounges are located and who has access to them. We are now working to find new signage methods and to make our lounges visible, for example via information on our home page," explains Connie Sery.

In the Eventyr Lounge now, British Airways passengers as well as all paying guests have access to the 900 sq.m. luxury lounge. With soft, cognac colored Erik Jørgensen sofas, minimalist Hay furniture and a living forest floor of moss and other green plants in the windowsills, the lounge is something special. Connie Sery estimates that guests remain in the lounge for forty-five minutes at a time, and most of the guests are what she calls 'frequent travelers'.

"They are familiar with the airport and know where the stores are located, and where they can make their purchases. Therefore, you don't have to worry that they spend money elsewhere. Lounges are inextricable parts of airports, and we are happy that our travelers now have a greater selection from which to choose."

From freeway to slow zone

Good coffee, healthy food and outstanding beer. Four Copenhagen establishments and an international chain will soon be moving in to the Airport's new hang out-area Landside, which will also function as a meeting place for big groups.

The outer walls are already finished, and now the craftsmen are well under way creating what will be CPH's new Food Court Landside this fall. A dwelling area for those going out in the world, those arriving and those picking up their loved ones at the airport. Until now there has been no place where, for example, large groups who have traveled together can meet after the flight and say goodbye to each other, or somewhere for people to kill a little time before picking someone up, says John Lungstrøm, Category Manager for F & B at CPH.

"If you travel together as a group, you rarely have been sitting together in the plane, and at the baggage carousel, you are generally focused on finding your suitcase. When you go through customs, it becomes a bit abrupt. There is currently no place to gather and say goodbye so this is clearly one of the target groups for the new area. We would like to try to pull people away from the 'waving position' in front of the customs slots, as it often creates a bad flow," he explains.

In addition, CPH's potential surveys also show that many of those picking up passengers arrive well ahead of time; and they are asking for goods that are not currently available.

"Every day, we have 10,000 people passing through CPH, either seeing people off or picking someone up. Today, over a quarter of them already buy something when they are here. Therefore, it makes good sense to customize the range based on what they are asking for. "

Pull out the plug

Therefore, contracts have been signed with 42 Raw, Jacobsen beer bar, WOK, Riccos Coffee and Pret A Manger. Four different Copenhagen eateries each with a loyal group of fans in the capital, and a single international chain opening in the North for the first time.

"The idea is to give travelers their first 'shot' of Copenhagen, or the last one if they are departing. All four Copenhagen units are ones you see when strolling around the capital city, and it has been

important for us to enter into agreements with some very typical Copenhagen eateries, which are also used diligently by the locals. With Pret a Manger we also get a strong international brand here, one with over 400 food stores globally."

John Lungstrøm compares the area between Terminal 2 and 3 to a freeway. Moreover, even though the design is not finally decided, this 'freeway feeling' is definitely one of the things he knows will be changed.

"So far, there has been no reason to stop here, and we are doing something to change that. We would like to create a 'Slow Zone', a place you want to visit. This means that in the design plan, we are working intensively with light and furniture, and although we are not quite done with the design, we know it will be implemented using organic materials."

In addition, the new area will eventually have outdoor seating, which means that the forecourt will at some point have to be redesigned.

»I hope it will be an area where you want to spend more time - both before and after your travels. We particularly want to show those who do not have to go through Security that we also give high priority to them, and provide them with just as many relevant offers as they are used to seeing after the security check when they are traveling themselves. I hope, too, that staff will appreciate a more varied lunch offer, with the opportunity to take food home.«

John Lungstrøm

“The area where, previously, passengers were dropped off is to be redesigned, so that in several years it will be able to offer service. On sunny days, in the future we will be able to offer our guests the opportunity to enjoy their food outdoors, which I am certain will be popular.”

We hope that this new area will be able to attract many new guests.

“Of course, we would really like to be attractive for the immediate area. We want it to be a natural thing for our neighbors to pop over and spend some time. I live two and a half kilometers away, and I could easily decide to drive out and eat dinner here. Especially when the new outdoor environment is ready – personally, I am really looking forward to experiencing this.”

RICCOS

Coffee shop with art on the walls, honesty behind the counter, literature to borrow in the shelves and a deep love of the beans. Ricco Sørensen, who is behind Riccos Kaffe, has 12 coffee shops around Copenhagen and a simple center in the Kattegat on the small island of Anholt, with opening hours – in their own words - varying according to ‘wind and weather’. In CPH, Ricco Coffee will serve breakfast, sandwiches and cakes and, of course, cups of well brewed, state of the art coffee. Riccos will be open 24 hours a day.

WOK

Authentic, organic Thai cuisine providing fast food with a gourmet taste. The raw materials are fresh; the food is healthy. WOK already has two branches in Vesterbro and Christianshavn; in CPH, they will be offering take home dishes, so dinner is in good hands for the many passengers returning home to an empty fridge.

BAR JACOBSEN

A modern beer bar, where you can taste a great selection of Jacobsen beer and eat a good gastropub meal. If you are thinking about English pub food, you are on the wrong track.

Here, the emphasis is more on comfort food, and several of the dishes will contain Jacobsen beer. Jacobsen is a relatively small brewery that Carlsberg opened in 2005, and which brews a number of special types of beer. The brewery is named after Carlsberg’s founder, J.C. Jacobsen, who was committed to ensuring high quality in his brewing.

42°RAW

42 Raw is an eatery with a vegan concept that reinterprets plant-based dishes. Their philosophy is that food should be served in its most natural form – untouched by refined sugar, dairy products and preservatives; and their ambition is to make it more attractive, delicious and practical to eat vegan food. 42 Raw is a true Copenhagen-darling, with restaurants in the inner city, Frederiksberg and Hellerup.

PRET A MANGER

Pret A Manger (French for ‘ready to eat’) is a British chain of food stores located in five countries and with over 400 stores. The food is hand-made using natural ingredients, and therefore without additives and preservatives; here, you can find everything from sandwiches, salads and soups to muffins, cakes and croissants.

STORES

The area will also house the stores Excess Baggage, CPH Souvenirs and Apoteket, which will be moving from its present location to the new area because of renovations.



The team behind Molo Kids, who this year won the award for best overall score.



Vilhelm Lauritzen's



old master

It was Chinda Chomkam's (from Heinemann) birthday and she was surprised with a big bouquet of flowers.

piece



True to tradition, Camilla Miehé-Renard was the mistress of ceremonies during the evening's celebrations, and she created a good atmosphere both from the stage and down among the guests.

HMSHost, who is behind, for example, Starbucks and Grab and Fly, won the award for being the best unit to incorporate the 5 Star Host programme into their own goals.



This year's Diploma celebration party was held at the end of April in the historic VL-terminal. Here, CPH celebrated the many employees who have been diligently involved in Retail Academy and the E-Academy throughout the year. Yo! Sushi, Mash and Aamanns spoiled the guests with sushi, sliders and sandwiches, while Peter Beier served delicious cream buns and Lakrids provided the goody bag.

In honour of the occasion, the placemats were designed as a quiz about CPH, where the guests could win everything from movie tickets to lunch gift certificates for Caviar House.



Rolling Luggage took home two fine awards, winning both Host of the Year award, and, at the same time managing to achieve 100 percent on the overall Mystery Shopping Score the most times.

CAPI was chosen as this year's Shooting Star, and was celebrated with flowers and champagne, among other things.

Heinemann has become 10 years wiser

With ten years' experience behind us, it would be almost foolish not to continue the TAX FREE success in CPH, according to Sören Borch, manager of Heinemann in Denmark. Heinemann recently entered into an agreement with CPH to extend their contact for five more years.

Why do you want to continue operating the TAX FREE stores in CPH?

"If we look back at the past ten years, we can see a significant passenger growth in CPH compared to other European airports. This appears to continue with CPH's investment plans to attract more traffic. In addition, Scandinavia is generally a good market. There are no longer tax savings on goods within the EU's borders, but when compared to the local market here in Denmark, it is nevertheless possible for us to offer attractive prices to passengers. In Germany, the price difference is much smaller. Finally, we have also learned a lot about the Danish market during the ten years we have been in CPH. It has been an expensive lesson, but we have come a long way, and now we are ready to reap the benefits. It would be a real pity to say goodbye now that we have become so clever at doing business in CPH."

What is going to be your greatest challenge in the future?

"CPH has a great number of young travelers, who, just as everywhere else, are a challenge for the future market. Travel retail can sometimes be a bit old fashioned. It is not the fastest market because it is expensive to run a store in an airport; also, there are many more rules and guidelines we must follow out here compared to other places in the city. Therefore, it might seem that we are a little slow. However, during the past three years I think we have been good at trying out new concepts and brands in the stores. We have often been the first in Europe to implement

and test new collaborations with, for instance, Chanel, Kérastase, and now Jo Malone. CPH is attractive for suppliers, and we must become better at exploiting this."

Why is CPH attractive?

"Suppliers are always looking for good cases so they can see whether their brand will function in an airport setting. And CPH is a good place. The airport is run professionally, with a focus on both traffic and commercial aspects. In other airports, we experience that traffic is the primary focus; in CPH there is a dual focus. Then there is the right target group. Scandinavians are always ready for the latest trends, and, at the same time, they are well informed about market tendencies. This is a cocktail that appeals to most suppliers."

When you look back at the past ten years, what are you most proud of ?

"Ten years ago, two out of ten travelers shopped in TAX FREE; today that figure is three out of ten. This is something we are very proud of. When we took over the stores, the staff's focus was on the individual brands they worked with. Today, we have moved that focus over to the customer. This means that today our staff is responsible for the entire selection and the individual customer's way through the store. It is perfectly OK that a salesperson cannot help provide knowledge about a specific product, but s/he can find someone who can. It is about being loyal to each other, and I believe that customers notice this."



Sören Borch, manager of Heinemann Denmark, is especially proud of the so-called Brand box located in the middle of the TAX FREE store, where new concepts and brands are tried out.

Did you know that...

...the brand box, the round unit in the middle of the TAX FREE store, is quite unique? It was designed especially for CPH and was launched in 2013. Here, Heinemann tries out new brands and concepts, and if customers respond positively, they are then generally moved onto the permanent shelves. Now, you can see the exclusive scented candles and perfumes from British Jo Malone in the brand box.

...since the beginning of 2007, Heinemann has increased its sales by five to six percent every year. In fact, it is one of the best stores in Europe, in terms of sales.

... The Main Store – the one after Security – will be significantly redesigned before long? Heinemann's ambition is to be at the top, also in the future, regarding modern duty-free stores, with a completely new design and an even sharper focus on 'local sense'. Among other things, there will be a new area with sunglasses and makeup, which will appeal especially to young women. Moreover, the checkout system will be based on a British model, where customers stand in one common queue.

»We are very pleased that Heinemann wants to continue their collaboration with CPH. Over the years, they have delivered extremely good results in an area that is essential for our Shopping Center. When travelers have passed through the world's best Security, it is in Heinemann's that the journey begins for many of our Danish guests. Thus, it is essential that they are met by an extraordinary experience; and we can see that Heinemann lives up to this in full. It is a global organization, but they work very closely with us here in CPH, which makes us certain that together we can achieve the goal of setting new standards in the field of TAX FREE.«

Peter Krogsgaard, Commercial Director in CPH

Among sea cucumbers and swim — bladders

With an alternative product selection, Delicious By Nordic has turned the Chinese into a good business. Connect met owner Amir Awan to learn more about how goods such as honeycomb and sea cucumber rhyme with great success.



In a dried state, sea cucumbers are hard and black, but when you boil them, they become completely jelly-like and almost transparent. A Chinese delicacy that is said to enhance potency.



»These may sound like strange products, but our focus is on finding merchandise that the Chinese are interested in; and we just have to realize that they are different than us.«

Amir Awan.

It looks like a medium-sized, well-baked tomato that has been grilled a little too much. However, if you smell the black, hard substance, you will sense a mixture of fish and sea. A somewhat sharp odor, but not unpleasant. Moreover, if you walk by Delicious by Nordic, you will find that these strange things have attained an A-position in the store, on the very first shelf on The Walking Street 'strøget'. Although it may look like it, this is no tomato, but a dried sea cucumber caught in the ocean around Iceland; and, since 2015, Delicious by Nordic has sold thousands of them to Chinese travelers in CPH.

"It rapidly became our bestselling product. The Chinese are very interested in the quality of food, and so they are enthusiastic when they discover our Icelandic variation, which quality-wise is extremely good," explains owner Amir Awan.

During a trip to China, he investigated what the Chinese most often gave as gifts, and sea cucumbers were at the top of the list; they are considered a high-end product. They are typically used to add taste in soups and wok dishes, but they are relatively expensive to buy in China. Therefore, it made good sense to sell them in the airport, says Amir Awan. However, it was difficult to find a producer who matched the store's Nordic brand. After a long search, he succeeded in finding an Icelandic producer; so then it was just a matter of taking action. Since then, swim bladders from codfish, which are said to be especially good for the skin, have also shown up on the shelves, as have bee pollen, honeycomb and Nordic health food products.

"These may sound like strange products, but our focus is on finding merchandise that the Chinese are interested in; and we just have to realize that they are different than us. The Chinese have a far greater 'spend per head' than other nationalities, and therefore we are so hard-nosed in our efforts to appeal to them."

Demanding customers

What all these products have in common is that they are both significantly cheaper and of better quality compared to what you can buy in China. And this is precisely why it is such a good business for Delicious by Nordic, explains Amir Awan.

"In the summer, our 'Chinese products' make up 30 percent of our revenue, so it makes sense for us to have these different flow products. Whereas we usually have a 'spend per head' of 180 kroner, each Chinese customer spends an average of 800 kroner," he says, pointing out that precisely this price difference contributes to making these products particularly attractive.

"However, we also spend a lot more time selling to Chinese people. They want to know everything about the product. Therefore, we have also employed staff who speak Chinese. In fact, this is quite crucial; otherwise, our experience is that they are hard to attract. "

This year, it is officially the year of tourism between China and Denmark, and Delicious by Nordic has decided to exploit this to the fullest. With lots of 'H.C. Andersen Chocolate 'and full speed ahead on the special products.

"We are actually making a determined Chinese initiative this summer, where we are going full tilt after the travelers who are in CPH. We are expanding our selection with ten different 'Chinese goods', which we are moving to the front of the store. During the past few years, every summer our Chinese segment has grown and grown, and we have also begun to feel the effect of word of mouth. Many Chinese who have been in CPH have recommended our store to friends and acquaintances, which of course pleases us very much. It takes a little patience to sell to the Chinese, but so far, it has been well worth it. "

1. Honeycomb is an edible collection of hexagonal wax cells that bees construct and where honey and pollen are stored.

2. Bee pollen contains a high level of essential amino acids, vitamins and minerals and is used by Chinese people as a daily supplement to boost energy and health.

3. Amir Awan owns Delicious by Nordic and devotes a great deal of time to finding exactly the right products for Chinese customers.



Amir's best advise

The Chinese are crazy about bundle-solutions. So pack two or more goods together, so they are ready to take away.

Give the Chinese gifts rather than discounts. They don't understand economic discounts, but they appreciate receiving a gift when they shop. At Delicious by Nordic, the Chinese generally get a tin of cookies, and it works.



Click, click,

and

click

zcco®

FACTS

All content is checked

Even though media agencies now can purchase advertising space directly via an online platform, all material is still verified and checked before being made public. In this way, the posting of 'inappropriate' or offensive content can be avoided.

Airmagine

Airmagine is an independent sales organization under Dansk Reklame Film, which is owned by Egmont.

Airmagine handles sales of all advertising in CPH, and its ambition is to create one of the world's leading digital media platforms in an airport.



Ida Løfberg

34 years old, Sales Manager with Airmagine, Egmont. Educated in marketing communication in 2010, and in 2016 she was selected as one of the 100 greatest business talents by Berlingske Business.

As the first airport in the world, CPH, in cooperation with the company Airmagine, has established a system for the online purchasing and segmenting of CPH screen advertising space. This ensures that both travelers and advertisers get much more out of the content, says Ida Løfberg, Sales Manager at Airmagine.

You may not have noticed it, but since 10 April, the digital screens in CPH have been somewhat of a world news item. As the first airport ever, CPH, in collaboration with the operator Airmagine, now offers companies and media agencies the opportunity to buy ads through what is called Real Time Bidding. It sounds complicated, but it's not really, and the result is quite unique. It is basically about the platform through which companies buy advertising space, as well as thorough knowledge of the target group, says Ida Løfberg, Sales Manager at Airmagine, who has the advertising contract in CPH.

"Real Time Bidding is one of the most fast-growing ways to shop for advertising today, and is about selling ad space on a digital platform - and at the same time we are able to segment it. Whereas previously you could only call us and book ads, you can now also bid on placements online and get your ad shown a few minutes later on the screens in CPH. In addition, we also offer advertisers the option of purchasing advertising space segmented within 12 different target groups. This is unique for media like airport screens, which traditionally run in loops at other airports," she explains.

Easier to target a message

On a general level, this means that companies advertising in CPH today are far more likely to hit their target audience more precisely, whereas previously their attempts were more scattered,

she says. Based on CPH's extensive data volume and the market research company Epino's 70,000 annual passenger interviews, Airmagine has constructed an algorithm that can show when and where particular advertisements should appear in order to have the greatest impact on a given audience. This means that the airport ad screens never show the same message at the same time because the composition of the passenger flow is crucial to the display. For example, if you want to target a business traveler, it is appropriate to display an advertisement on a screen near a gate at a time when the morning flight to London departs, while a screen at the gate where the charter flight to Tenerife departs will show more advertising targeting children and families.

"It is crucial for a campaign's relevance and effect that we can customize content to the target groups as accurately as we can. For example, there is a big difference between appealing to 'Danish business travelers' and 'Nordic leisure travelers'.

Relevance is crucial today

As companies purchase their advertising space segmented, the relevance of the content also increases for the individual passenger, Ida Løfberg points out.

"The industry generally has a very strong focus on 'relevance'. If consumers do not find that a message is targeted to them, advertisers will not get the most out of their campaign, in neither

the short nor long term; and the same goes for us - we want to collaborate with advertisers in more than just a single campaign. When you make your purchase in as detailed segments as we offer, you ensure that your communication is relevant to the recipient, and the more you get out of your promotional money. On the other hand, of course, it also benefits travelers who will be exposed to content they are actually interested in rather than "indifferent" advertising, which is just annoying."

The fact that a company like Airmagine has made it even easier to purchase advertising space in CPH has caused a stir.

"Today, a great percentage of business is done this way through online shopping, and we would like to take part in this. However, this does not replace traditional media purchases, but we hope it can open the doors of advertisers who currently focus exclusively on purchasing online campaigns. We want to be pioneers and challenge the marketplace and be the ones showing the way; we are already in dialogue with other airports to establish something similar. Just as CPH wants to be the world's best airport, we also want to be the best digital solution for the purchasing of advertising."



THE BACK PAGE

CPH is a unique workplace – most of all because of the many committed people coming to work each day and providing travelers with an extraordinary experience. In each edition of Connect, from now on we will be zooming in on one of them, and asking him/her to complete ten sentences.

Christian Melton

Unit Manager at MASH

If you haven't already done so, you will probably soon discover that ... I am not only MASH and food and wine.

On the other hand, you can look forward to ... seeing another side of me that reveals a big heart for animals and animal welfare.

I will never learn to... understand laziness.

People always think that I... am a chef.

However, I would like to say that... I have a thorough understanding of food. This is necessary in order to be a good waiter, which is what I was originally trained to be over 20 years ago. Moreover, I spend a lot of time (and money) in the kitchen, privately.

When I am not at work, you can find me... on the golf course (I hope), or at home with my wife, animals and garden.

Not many people know this, but... my wife is a dog massage therapist, and two of our three dogs are rescue dogs from Spain.

I have only recently discovered... that Chania is the main city on Crete. This is something you can learn by looking at gate A4 when you happen to be passing.

The best experience I have had in CPH was when... we opened MASH. A long process had to take root and it has now become an important part of CPH's image.

The best thing about working in the airport is... the unique atmosphere. It is so different to run a restaurant here and at the same time be part of the biggest workplace in Denmark.