



The Moodies 2018

Championing excellence in social and digital media

Latin America Report
Growth opportunities for travel retail in 2018

A Barbadian Odyssey
Why Cave Shepherd is more than a store

The Foodie Report
A new kind of Experience at Frankfurt Airport

Best e-Commerce Platform

AOE/Frankfurt Airport – Winner

Grab – Highly Commended

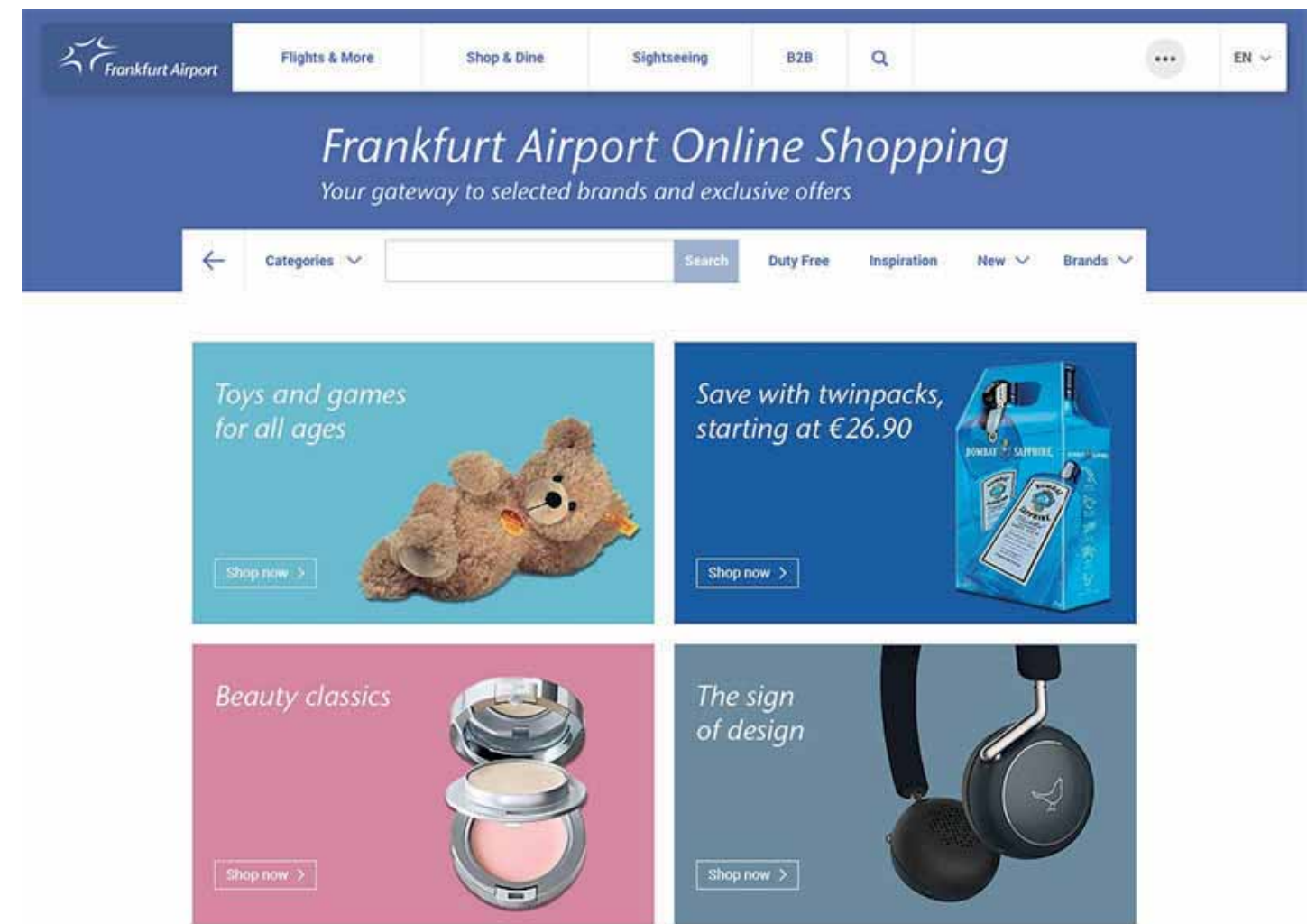
Named as one of The Moodie Davitt Report's Positive Disruptors of 2017, AOE Founder Kian Gould has made a big impact on the travel retail sector since his company began working with Fraport to help guide Frankfurt Airport's omnichannel development.

As we noted in our year-end review for 2017, "Gould ruffled more than a few feathers in his keynote session at The Trinity Forum (last November), but one suspects that won't have worried him too much. Taxi drivers the world over

derided Uber; hoteliers dismissed Airbnb; Blockbuster scorned Netflix; Newspaper moguls scoffed at the Internet. Industries are not saved by those who seek to maintain safe havens."

AOE's omnichannel platform integrates seamlessly into existing infrastructure to create a vast digital marketplace for airports. Its OM³ suite also integrates with numerous additional features, including loyalty programmes, lounge access, parking and VIP services.

Fraport Head of Retail & Properties Karl-Heinz Dietrich was delighted with the award win and said it had motivated his team "to redouble our efforts and pursue even more ambitious goals". He commented: "The user figures confirm that we're on the right track with our innovative approach. In 2017 we counted more than two million visitors to the online shop, and that number is increasing fast. The product range and our roster of participating retailers are also growing steadily."



Exclusive offers with extraordinary low prices

Ireland West Airport @Irelandwest

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We were thrilled today to not only be highly commended for our use of 'Social Media' in the @MoodieDavitt digital & social media awards but also were awarded a 'Judges Special Recognition Award' for the work been done by the airport on social media & digital channels #thankyou

The Moodie Davitt Report
Just now · €

Before we announce the final winners of the day in the Best Overall Use of Social and Digital Media category, the judges wanted to highlight the work of one airport in particular, an airport that entered The Moodies for the first time in 2017/18.

The panel were unanimous in their praise for the work being done by this particular airport, and who, according to all the metrics have been delivering campaigns and social media projects that deliver engagement levels far beyond its size.

As a result The Moodies 2018 Judges Special Recognition Award goes to Ireland West Airport Knock.

AOE @aoepeople

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"Best #eCommerce #Platform" award: @MoodieDavitt rewarded AOE's #OM3suite, first implemented at @Airport_FRA, for excellence in #airport and #travelretail digital media solutions. 🥳🎉🏆 #themoodies2018

aoe.com/en/company/pre...

The Moodies
The Airport and Travel Retail Digital Media Awards

„Best e-Commerce Platform“ Award:
AOE & Frankfurt Airport

6:18 am - 1 Mar 2018 From Frankfurt am Main, Deutschland

1 Retweet 1 Like

1 Retweet 1 Like

JCDecaux Global @JCDecauxGlobal

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JCDecaux China won The Most Impactful Individual Advertising Execution Award by @MoodieDavitt for its Creative #DOOH Corridor at Chongqing Airport #OOH #TheMoodies2018 youtu.be/LDiQW_MDR6U



Dublin Airport @DublinAirport · 57s

Wow. We've just won another award at #themoodies2018 global digital awards for airports & airport retailers. Best airport Instagram. #socialmedia

Moodie Davitt Report @MoodieDavitt
Our winners of Best Use of Instagram are:

Best Use of Instagram – Airport: @DublinAirport...

1 Like

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The @MoodieDavitt winner of the Best Use of Paid Social is... Lancôme Travel Retail Asia Pacific for its 'Declaring Happiness' campaign at @hkairport with @JCDAirport_HK #OOH #DOOH #TheMoodies2018 youtu.be/uTjNyXIKTtM



3:04 am - 28 Feb 2018

2 Retweets 5 Likes

2 Retweets 5 Likes

HMSHost @HMSHost

Following

Thanks @MoodieDavitt!! We're thrilled! We also can't forget to thank all the airports that participated and all the individuals across the country who engaged with #HMSHostLove over the past month. Your inspiring stories and enthusiasm are what made the campaign extraordinary.

The Moodies

The airport and travel retail digital media awards

Steve Johnson @HMSHostCEO

#HMSHostLove just won the #TheMoodies2018 award for Best Marketing Campaign from a Food & Beverage Provider!! Thanks to @MoodieDavitt for the incredible honor and to everyone who made this incredible campaign such a success. @HMSHost

Moodie Davitt Report @MoodieDavitt
We've recognised two further initiatives in 'Best Marketing Campaign'

The winner of Best Marketing Campaign – Food & Beverage Provider is #HMSHostLove by @HMSHost...

5:07 PM - 27 Feb 2018

AOE @aoepeople

Whoop whoop! Another award for our #OM3suite by @MoodieDavitt #themoodies2018

Moodie Davitt Report @MoodieDavitt
Our Best e-Commerce Platform award goes to: @aoepeople/ @Airport_FRA #themoodies2018

3:04 PM - 27 Feb 2018

Dublin Airport @DublinAirport

We're delighted to have been named the world's Best Airport Twitter Feed for the 3rd time by @MoodieDavitt. #themoodies2018 #socialmedia

Moodie Davitt Report @MoodieDavitt
Our 2018 winner of Best Twitter Feed (Airport) goes to a past winner, one that consistently delivers superb levels of interaction and engagement as well as fostering a strong sense of airport community. Congratulations @DublinAirport #themoodies2018

2:13 am - 27 Feb 2018

15 Retweets 138 Likes

Moodie Davitt Report · 12m

And now to our final award of the day, the Best Use of Social Media/Digital - Airport award.

ciaracarroll · Follow
ciaracarroll Hat trick for our gang @dublinairport #socialmedia @themoodiedavittreport

Our winner this year can boast excellence across all of its social and digital media platforms.

Congratulations to @DublinAirport #themoodies2018

oztanhouseireland and **oshaughnessyk** like this

1 HOUR AGO

Add a comment...

dublinairport · Follow

We've just won the Best Airport Instagram award at The Moodies global digital awards. Thanks to all of you for your continued support. Keep tagging us using #dublinairport #themoodies2018 #socialmedia #winning

404 likes

1 HOUR AGO

Pearlyn Lim shared your post.

Thank you Martell!! #thingswedoatworkjcd

The Moodie Davitt Report · 1 hr · €

There was one stand-out winner in Best Airport Advertising Campaign which the judges felt clearly demonstrated its ability to deliver against the key objectives...

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JCDecaux Martell Single Estate
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