

– D.F. Group

*Perfumes & Cosmetics*

# Advertising Placement Catalogue

Tailored Solutions for your Brand

#### Details

- Full customized possible
  - The brand can opt for a complete design service provided by D.F. Group if desired
  - The manufacturing and installation of the vinyl are not included
- 🕒 Minimum 3-month duration

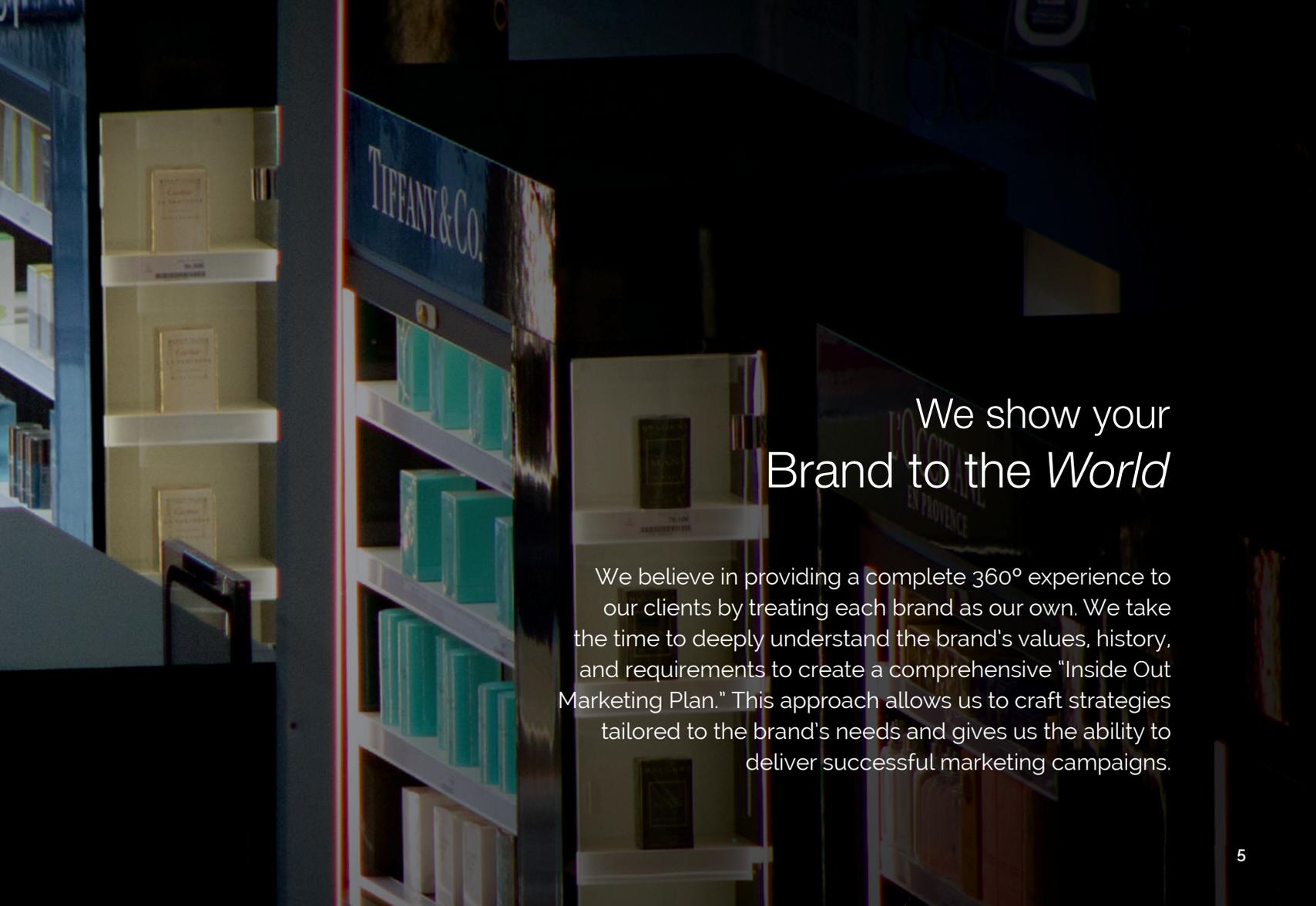


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# Welcome to the DF Experience

At DF we specialize in providing customized end-to-end solutions that precisely cater to the individual needs of our clients. Our strategic choice of spaces and locations enables us to establish valuable partnerships with brands that align with our core values and identity.



## We show your Brand to the *World*

We believe in providing a complete 360° experience to our clients by treating each brand as our own. We take the time to deeply understand the brand's values, history, and requirements to create a comprehensive "Inside Out Marketing Plan." This approach allows us to craft strategies tailored to the brand's needs and gives us the ability to deliver successful marketing campaigns.

## Opened Airports & Shops

Our operations network comprises **Border Shops** in Spain, strategically chosen to be located in the busiest areas between Spain and France. This positioning grants us a substantial volume of european travelers who come looking for exclusive products at favorable prices.

Our **Airports** are well known for welcoming high-spending travelers, placing us in an advantageous position to engage with them through the exclusive Travel Retail market.

25,000,000

**BORDER  
PASSENGERS**

3,967,000

**AIRPORT  
PASSENGERS**

15

**SHOPS**

3,900 m<sup>2</sup>

**SURFACE**



## Albrook Airport

Next to Albrook Mall, largest shopping center in Latin America, and the 25th largest in the world.

One shop - 2 ambiances



+ 3 new  
Duty Free shops  
on the Caribbean

## Duty Free Cruise Port Colon 2000

The Cruise Port Colon 2000 is built on an area of about 70,000 m2 and has two terminals of 100 and 200m long. It is a unique shopping destination, located in an environment with stunning sea views.

Only Mall with a cruise port



## Bocas del Toro Airport

Bocas del Toro Isla Colón International Airport (BOC) offers you one-way or round-trip flights to some of the most famous cities in the world.

One shop - different possibilities



We have expanded  
internationally

# DF Group Worldwide

Cruise Ports  
Coming soon...  
2025



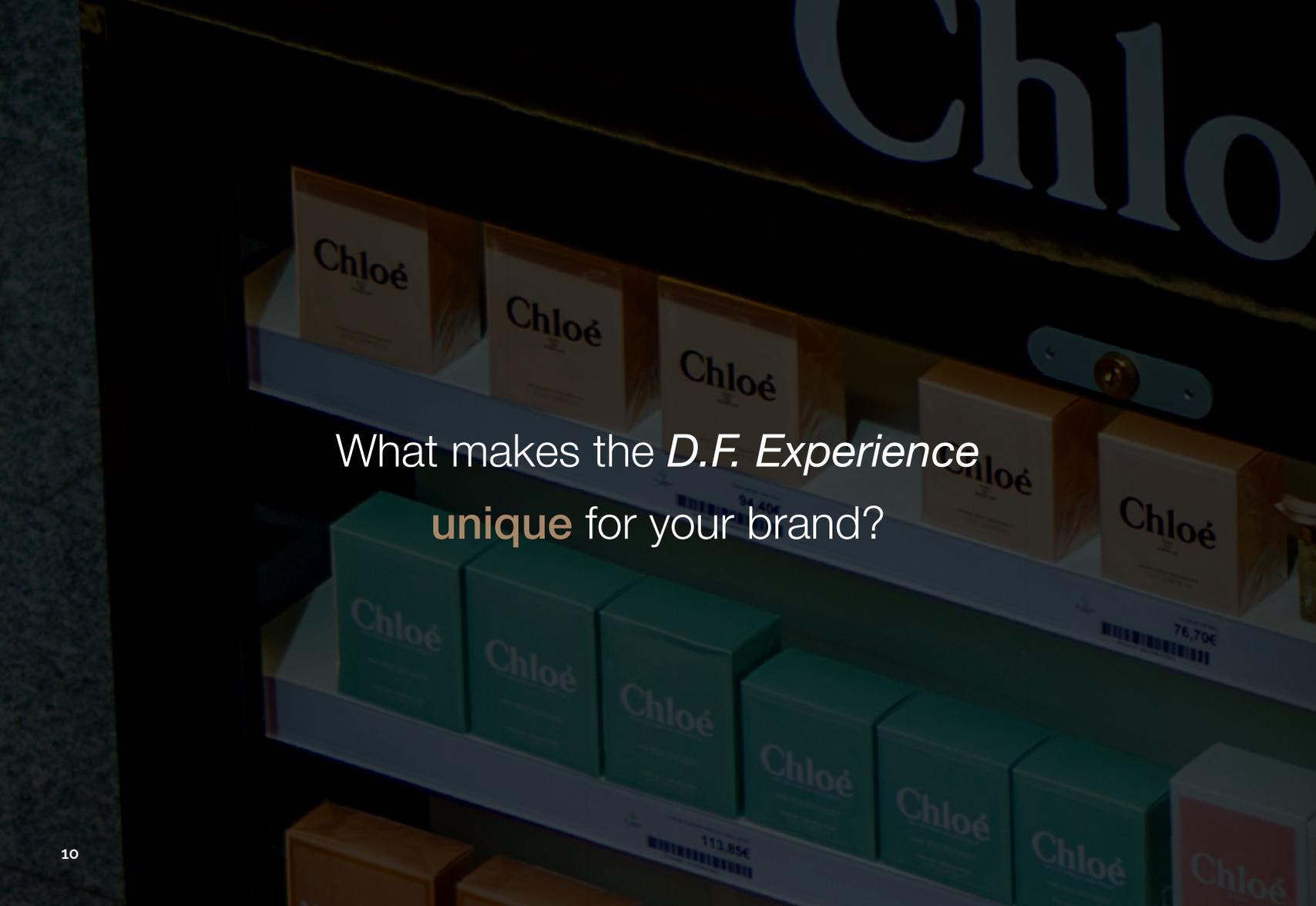
One of our main objectives is to open in strategic locations where our exclusive customer profile, cultivated over 20 years, allow us to become experts in understanding and adapting to their evolving consumption habits and preferences.

We have recently opened three Duty Free stores in the Caribbean, two of them in bustling international airports, and our first cruise shop aboard a luxury liner. Each location showcases our distinctive, innovative and modern design.

*We will not proceed with any brand implantation in these new locations without prior consulting and approval.*

Italy  
Coming soon...  
2025





What makes the *D.F. Experience*  
**unique** for your brand?



**VISIBILITY**



**INCREASED SALES**



**STANDING OUT**



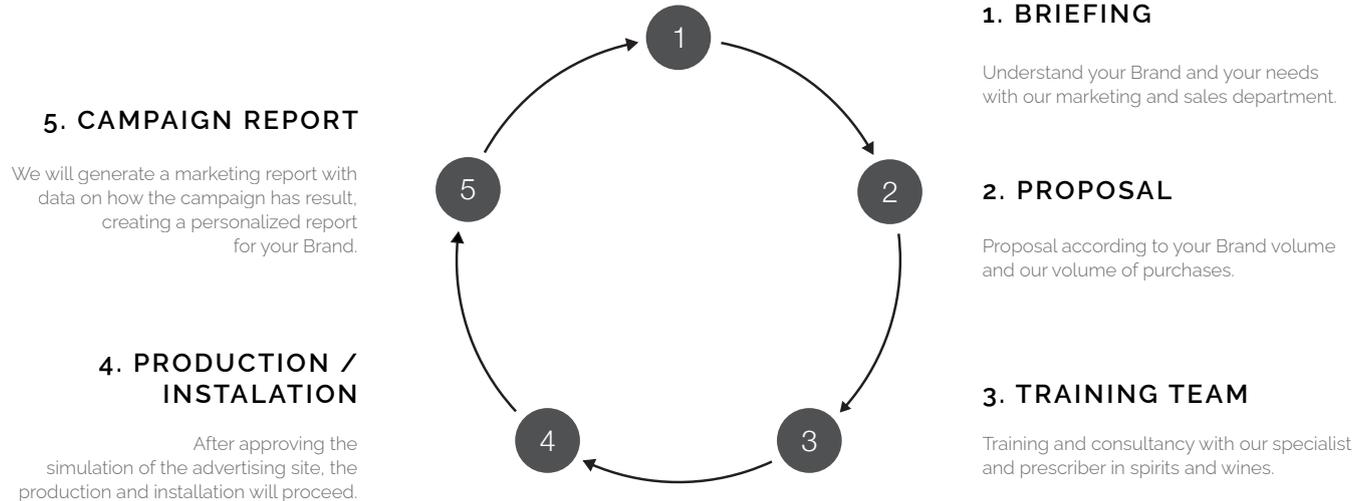
**NOVELTY  
AND RELEASES**

**PROMOTION**

# THE D.F. EXPERIENCE METHOD

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*Five simple steps that will make easy your experience with us*



Gondolas

## A New Airport Gondola

**Recommended for preferred location, visibility, increased sales.**

Static Gondola. As it is an annual contracting support, the brand makes decisions on how they want to manage the actions of their gondola. This service allows monthly actions such as: Launches, Product exposure (i.e. best sellers), Product turnover, and Brand positioning.

### Included

- Vinyl with brand name on the header
- (Optional): Claim
- A4/A5 poster (Design provided by the brand)
- Novelty service (we highlight the launch of new products)
- Props (Provided by the DF group previously agreed with the brand)

### Extra

- Screen Display (Content provided by the brand) (+ 200€ over total price)
- Digital circuit (Blog, Newsletter, social media) per action + 300€ (Content provided by the brand)

DF has a dynamic marketing department offering a range of services including design, video editing, newsletter and blog writing and content creation for social media. Feel free to inquire with no obligation.

All campaigns must be closed at least 3 months in advance.

\* Please review the contracting terms and conditions outlined in the attached document X.



### Details

- Full customized gondola.
- The brand can opt for a complete design service provided by DF Group if desired.
- The manufacturing and installation of the vinyl are not included.

 1 year duration

# Advertising Placement Catalogue

In our Advertising Placement Catalogue, we provide a diverse selection of spaces and media, both at the point of sale and digital platforms, where you can showcase your brand's creativity. These fully customizable solutions are designed to meet your specific needs, allowing you to tailor every detail to perfectly align with your marketing and communication objectives.

*Tailor Your Space to Your Goals*

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01 GONDOLAS

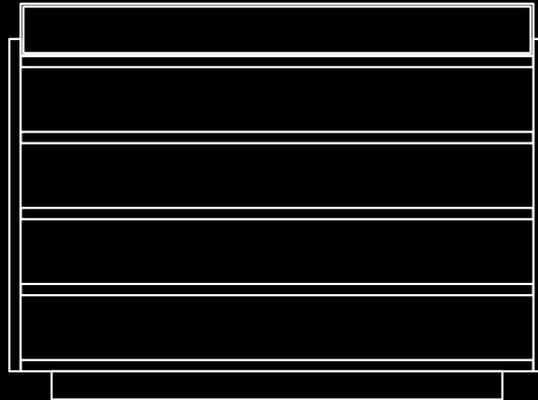
02 BACKWALLS

03 SPECIAL FORMATS

04 DIGITAL PACK

05 SCREENS

06. MARKET PLACE



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Increase product visibility · Boost in sales · Flexibility in presentation · Space optimization

# 01 Gondolas

In each of our gondolas, you will find an exhibition platform that stands out for its elegance and versatility. Meticulously designed and impeccably presented, these gondolas are strategically designed to attract the attention of your clients and provide an optimal visibility.



## New Airport Gondola

**Recommended for** preferred location, visibility, increased sales.

Static Gondola. It is an annual contracting support. The brand makes decisions on how they want to manage the actions of their gondola. This service allows monthly actions such as: Launches, Product exposure (i.e. best sellers), Product turnover, and Brand positioning.

### Included

- Vinyl with brand name on the header
- (Optional): Claim
- A4/A5 poster (Design provided by the brand)
- Novelty service (we highlight the launch of new products)
- Props (Provided by the DF group previously agreed with the brand)

### Extra

- Screen Display (Content provided by the brand) (+ 200€ over total price)
- Digital circuit (Blog, Newsletter, social media) per action + 300€ (Content provided by the brand)

DF has a dynamic marketing department offering a range of services including design, video editing, newsletter and blog writing and content creation for social media. This services will inquire an extra charge. Feel free to ask with no obligation.

All campaigns must be closed at least 3 months in advance.

\* Please review the terms and conditions outlined in the attached contractual agreement.



### Details

- Brand on header (optional claim at the bottom of the gondola)
- The manufacturing and installation of the vinyl are not included



1 year duration

B

## Customized Gondola

**Recommended for** launches, visibility.

This specific gondola is ideal for showcasing new arrivals, top-selling products, and strengthening brand presence, thanks to its standout and highly eye-catching design.

### Included

- A4/A5 Poster (Design provided by DF if the brand desires)
- Screen Display (Design provided by DF Group if the brand desires)

### Extra

- Digital circuit (Blog, Newsletter, social media) per action + 300 (Content provided by the brand)

DF has a dynamic marketing department offering a range of services including design, video editing, newsletter and blog writing and content creation for social media. These services will incur an extra charge. Feel free to ask with no obligation.

All campaigns must be closed at least 3 months in advance.

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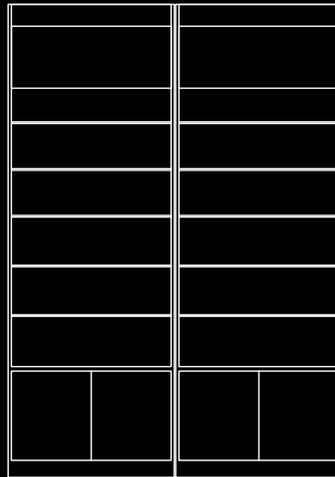


### Details

- Full customized gondola.
- The brand can opt for a complete design service provided by D.F. Group if desired\*.
- The manufacturing and installation of the vinyl are not included



Minimum 3-month duration

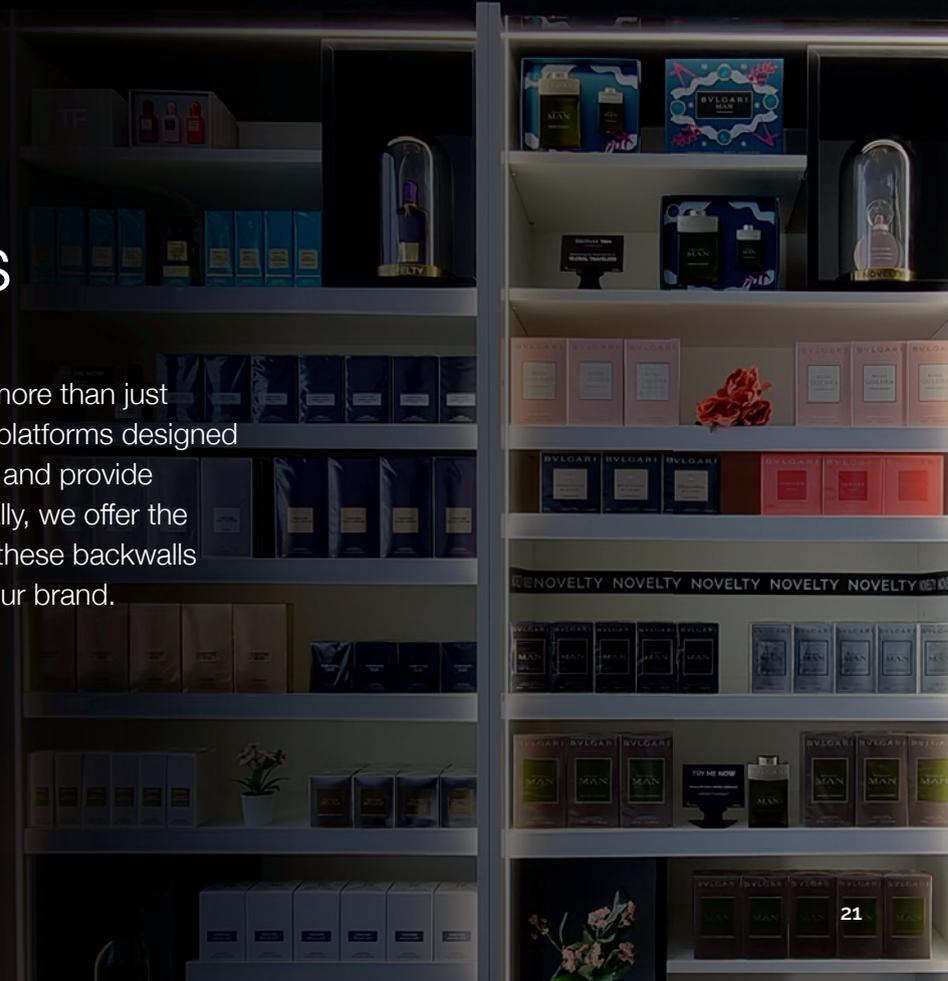


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Increase product engagement • Flexible options to customize •  
Promotion of special offers & launches

## 02 Backwalls

Our backwalls are much more than just shelves. They are display platforms designed to highlight your products and provide optimal visibility. Additionally, we offer the opportunity to customize these backwalls with exclusive signs for your brand.



A

# New Backwall Airport

Our DF Airport shops' backwalls will receive a noticeable upgrade towards a more chic and exclusive approach by 2024. The brands that are included in our selective range of products and displays will receive various advantages that were previously unavailable at DF.

**Recommended for** Immersive customer experience, elevate customer branding, engagement, and brand reinforcement.

This new Backwall is a premium showcase with curated displays that respect the brands' narrative.

### Included

- Novelty service (we highlight your novelties)
- Props (Provided by DF group previously agreed with the brand)
- Brand service (Adaptation of the planogram according to the needs of the brand)

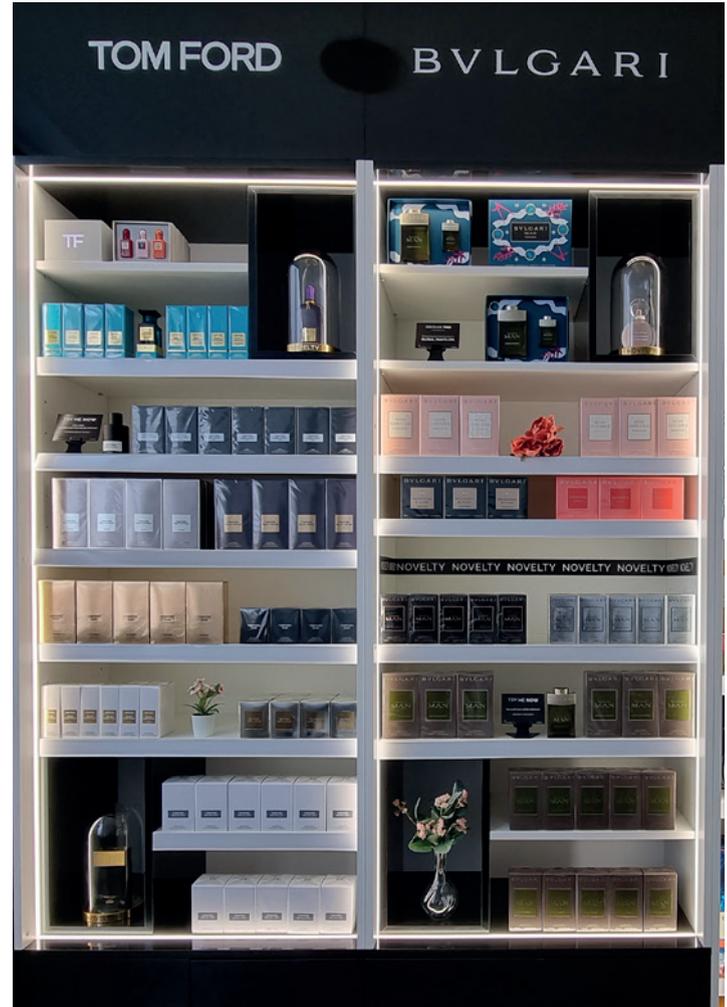
### Extra

- Backwall Cabinet (design provided by the brand)
- Backwall Tape (Boost top launches, best sellers)

DF has a dynamic marketing department offering a range of services including design, video editing, newsletter and blog writing and content creation for social media. This services will inquire an extra charge. Feel free to ask with no obligation.

All campaigns must be closed at least 3 months in advance.

\* Please review the terms and conditions outlined in the attached contractual agreement.





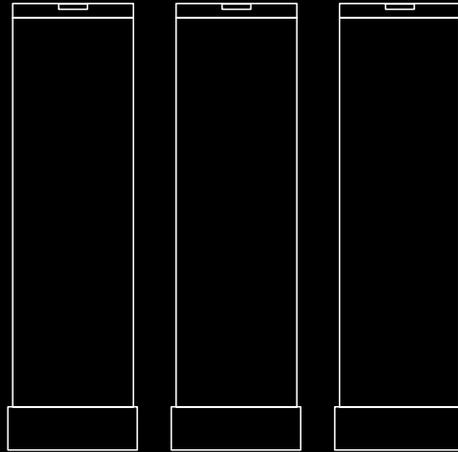
#### Details

- Brand name on the header (Designs provided by the brand)
- Vinyl footer (logo, claim, visual) (Designs provided by the brand)
- The manufacturing and installation of the vinyl are not included



Annual duration





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Engages customers from the entrance · Long-term brand reinforcement ·  
Maximizing brand exposure

## 03 Special formats

Special formats at airports offer brands unique advertising opportunities to stand out and connect with a diverse and captive audience. These exclusive advertising spaces within airports provide a compelling platform for brands.





## Security Arches

**Recommended for** high visibility, novelties.



### Details

- Customized design (Design provided by the brand)
- If contracted, this support includes all arches in the shop and will not be shared with other brands
- The manufacturing and installation of the vinyl are not included



Minimum 6-month duration

DF has a dynamic marketing department offering a range of services including design, video editing, newsletter and blog writing and content creation for social media. These services will incur an extra charge. Feel free to ask with no obligation.

All campaigns must be closed at least 3 months in advance.

\* Please review the terms and conditions outlined in the attached contractual agreement.

## B Static Advertising

D.F. GROUP offers highly visible outdoor advertising spaces for both pedestrians and passengers.

Recommended for high visibility, novelties.

### I Castellón Boarding Area

- Passengers: 350k
- Destinations: (London, Brussels, Rome, Dusseldorf, Porto, Dublin, Budapest, Katowice, Bucharest... and domestic flights)

DF has a dynamic marketing department offering a range of services including design, video editing, newsletter and blog writing and content creation for social media. These services will incur an extra charge. Feel free to ask with no obligation.

All campaigns must be closed at least 3 months in advance.

\* Please review the terms and conditions outlined in the attached contractual agreement.



#### Details

- Customized design (Design provided by the brand)
- The manufacturing and installation of the vinyl are not included
- Size: 165 cm x 306 cm



Upon request



## La Jonquera

**La Jonquera, situated on the N II, the border between Spain and France, is the largest road service area in Europe and experiences a high traffic flow.**

- Daily traffic of 22,600 passenger vehicles (both directions), with an average of 2.61 passengers per vehicle (59,000 people per day).
- An average of 170 coaches per day passing through La Jonquera, with an average of 38 passengers per coach (6,460 daily passengers).
- 12,000 daily trucks.
- 65% of transporters are foreigners, mainly from Central and Eastern Europe.
- The largest service station sells 42 million liters (approximately 60 million euros in annual revenue, 1.2 million euros per week).

Our DF Jonquera store, being one of the tallest establishments in the area, offers excellent visibility from the N II road. This enables our outdoor advertising to have a significant impact, further supported by a 3 x 3-meter digital screen.

DF has a dynamic marketing department offering a range of services including design, video editing, newsletter and blog writing and content creation for social media. These services will incur an extra charge. Feel free to ask with no obligation.

All campaigns must be closed at least 3 months in advance.

\* Please review the terms and conditions outlined in the attached contractual agreement.



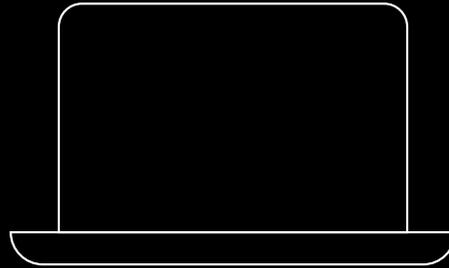
### Details

- Exterior and floor vinyls
- Complete Area
- Stand (additional a/product stands provided by the brand)
- Tailor-made, please consult DF marketing department
- The manufacturing and installation of the vinyl are not included



Upon request





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Targeted audience reach · Brand Storytelling · Brand recognition · Increase engagement ·  
Integrated brand messaging

## 04 Digital Pack & Market Place

Promote your brand in our media with the complete digital advertising circuit on our social networks and web media, and make your brand stand out.



A

## Digital Pack

**Digital actions influence 45% of luxury purchases.**

If you want to add to your actions a greater diffusion and impact DF has a digital circuit that will be fully aligned to your brand strategy.

Our complete digital package includes **Blog**, **Newsletter** and **Social Media**.

DF has a dynamic marketing department offering a range of services including design, video editing, newsletter and blog writing and content creation for social media. These services will incur an extra charge. Feel free to ask with no obligation.

All campaigns must be closed at least 3 months in advance.

\* Please review the terms and conditions outlined in the attached contractual agreement.



Blog

### Details

- Publication aligned with brand needs, such as new product launches, promotions, brand values, news, and curiosities
- Themes and content developed by the brand
- The package consists of one blog post and one newsletter for each action



\*Depending on agreement with brand and specific campaign



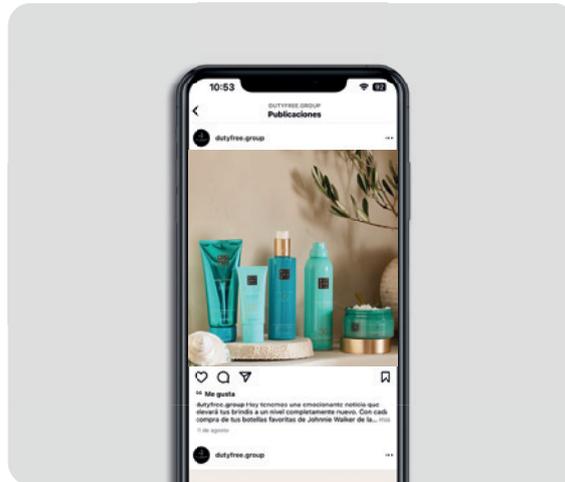
Newsletter

**Details**

- Publication aligned with brand needs, such as new product launches, promotions, brand values, news, and curiosities
- Themes and content developed by the brand
- The package consists of one blog post and one newsletter for each action



\*Depending on agreement with brand and specific campaign



Social Media

**Details**

- Brand-specific content such as product launches, promotions, news, and brand values
- Themes and content developed by the brand
- According to the agreed dates, the content will be programmed based on the duration of the action:
  - Static Post
  - Carusel
  - Story
  - Reels



\*Depending on agreement with brand and specific campaign

B

## Market place

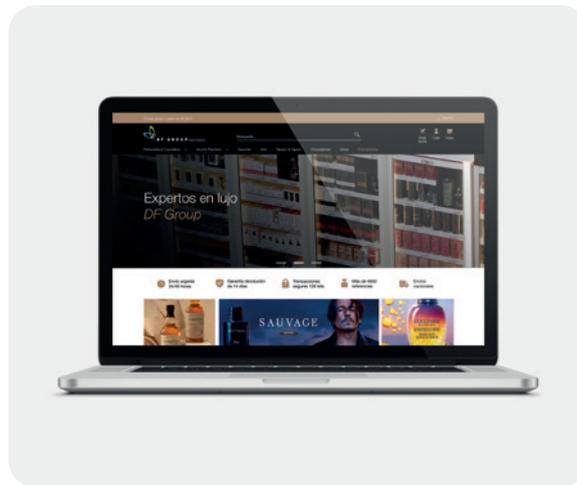
### Promote Your Brand with a Banner on Our Website

Boost your visibility and reach a highly engaged audience by placing a banner on our website. You'll increase brand awareness, drive traffic to your site, and connect with potential customers. It's an effective way to showcase your products or services to a targeted audience.

DF has a dynamic marketing department offering a range of services including design, video editing, newsletter and blog writing and content creation for social media. These services will incur an extra charge. Feel free to ask with no obligation.

All campaigns must be closed at least 3 months in advance.

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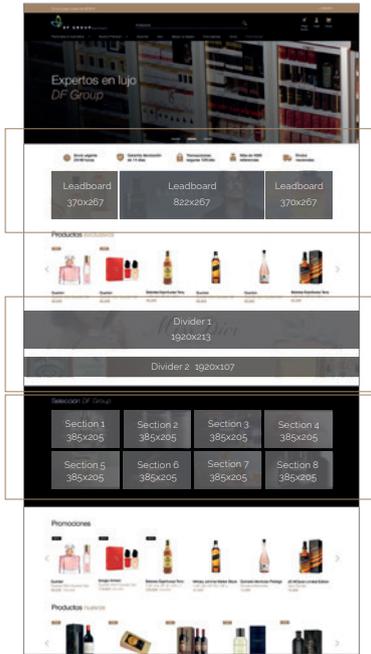
Marketplace

### Details

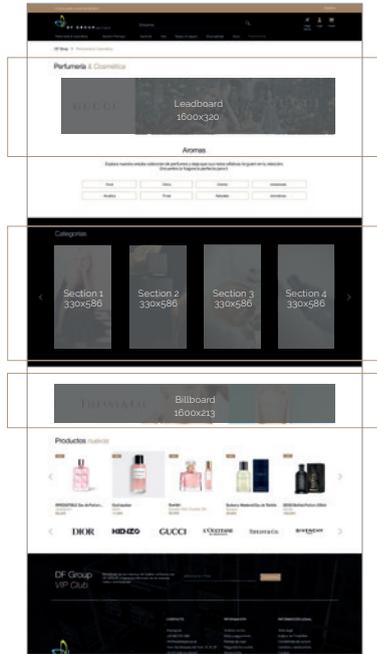
- Different categories of banners according to your needs (Generic banner, Brand page, Leading category banners, etc.)
- Publication aligned with brand needs, such as new product launches, promotions, news, etc.
- Different formats (static or dynamic, animated...)



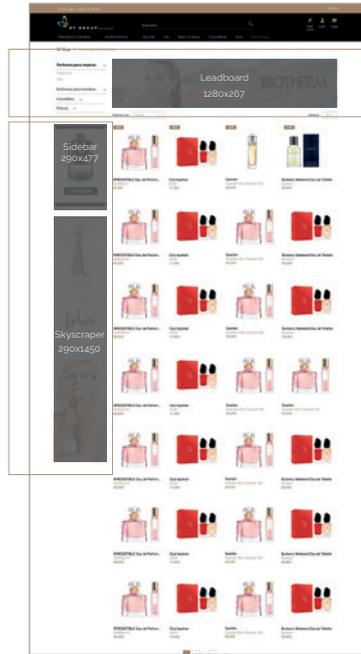
\*Depending on agreement with brand and specific campaign



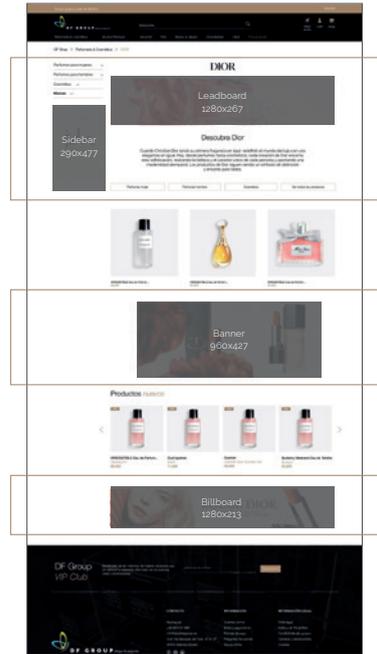
Home Page



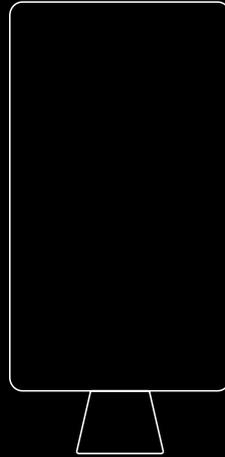
Category banners



Catalogue Page



Brand's Page



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Targeted audience reach · Supports promotional campaigns · Brand recognition · Increase engagement · Integrated brand messaging · Cost - effective advertising

## 05 Screens

Promote your brand in our media with the complete digital advertising circuit on our social networks and web media, and make your brand stand out.



# Screens

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**Our stores are equipped with a highly versatile display system that offers complete support for all brand initiatives. This display circuit allows for a wide range of communication options, from product launches and promotions to the sharing of interesting facts, curiosities, and the strengthening of brand identity.**

The visibility and impact of these displays can vary depending on the season and the location of the store. Some media options include the display of screens while others may require additional payment.

We offer three contracting options to choose from:

- A. Airport Displays (8 screens total)
- B. Screens in border stores (4 screens)
- C. Screens in airports and border stores (10 screens total)

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DF has a dynamic marketing department offering a range of services including design, video editing, newsletter and blog writing and content creation for social media. This services will inquire an extra charge. Feel free to ask with no obligation.

All campaigns must be closed at least 3 months in advance.

\* Please review the terms and conditions outlined in the attached contractual agreement.



## Details

- 15 second max.
- Very direct messages (promotion, novelties, corporate values)



\*Depending on agreement with brand and specific campaign





For more information on tariffs and order forms, please refer to us here:

[dfgroup.es](http://dfgroup.es) / +34 961 101 995 / [info@dutyfreegroup.es](mailto:info@dutyfreegroup.es)

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