

– D.F. Group
Premium Spirits

Advertising Placement Catalogue

Tailored Solutions for your Brand



Details

- Full customized graphics.
- 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 D.F. Experience

Opened Airports & Shops

Coming soon

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Welcome to the *D.F. 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.



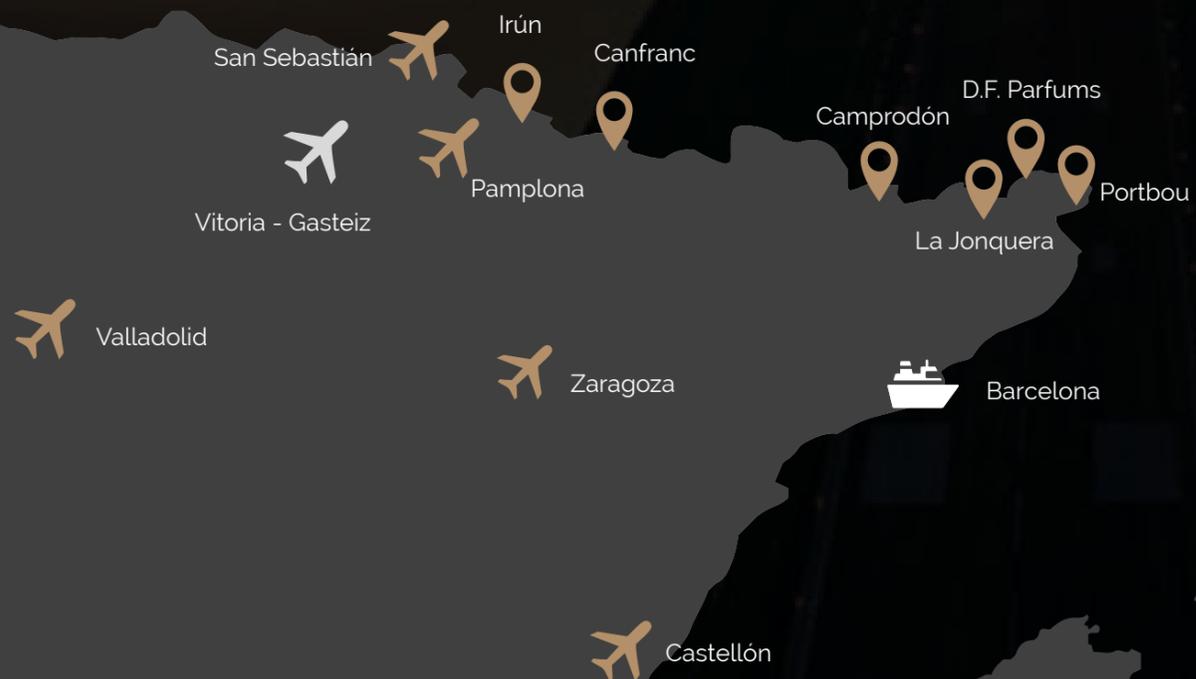
We show your
BRAND to the
WORLD

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.



- Airports 
- Border Shops 
- Coming soon 2025 
- Coming soon 2025 

DF Group Worldwide

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.*

+ 3 new
Duty Free shops
on the Caribbean

We have expanded
internationally

Cruise Ports
Coming soon...
2025



Italy
Coming soon...
2025



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



Albrook
Airport

Next to Albrook Mall, largest shopping center in Latin America, and the 25th largest in the world.
One shop - 2 ambiances



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

25,000,000

Border
Passengers

15

Shops

3,967,000

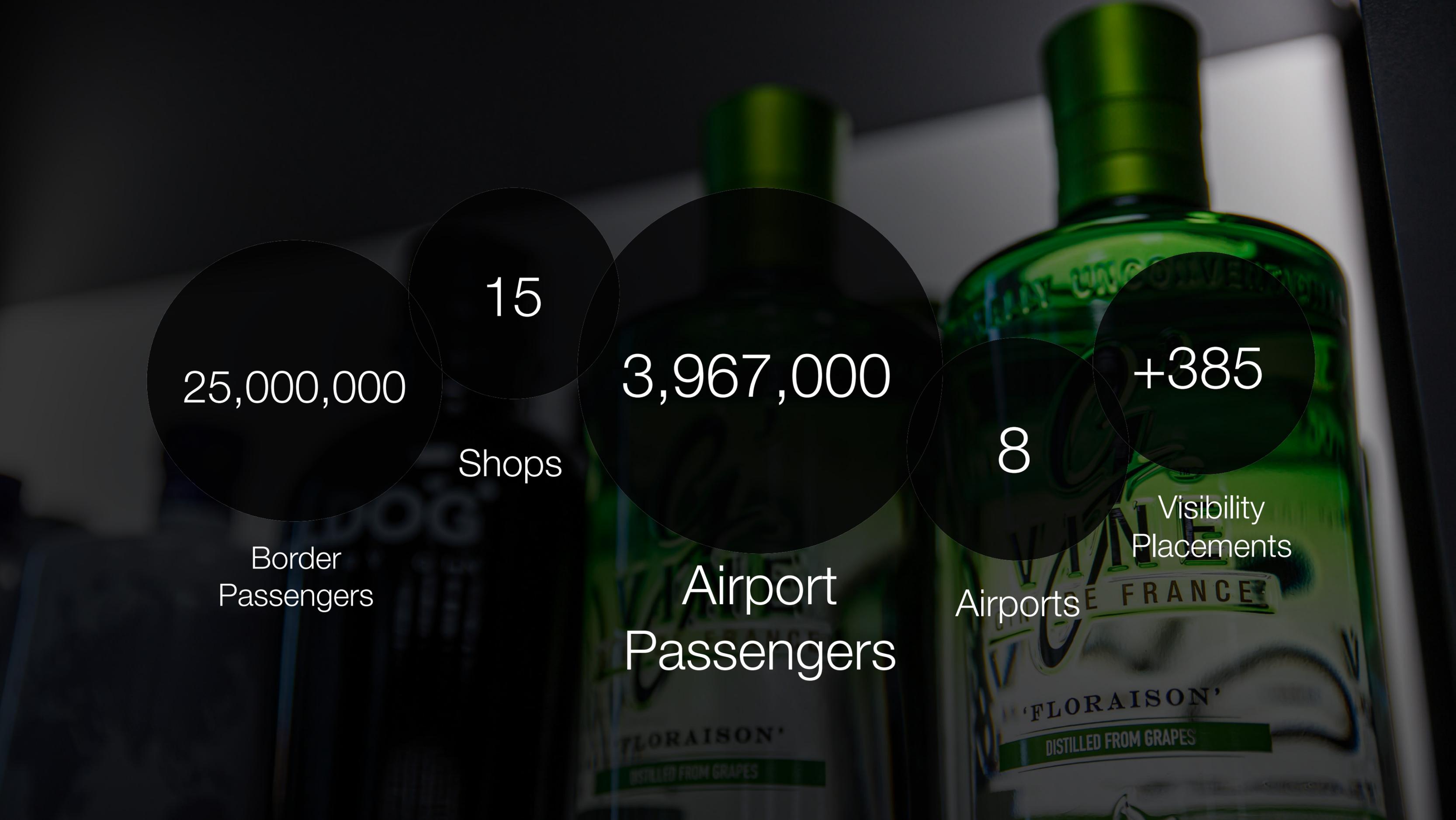
Airport
Passengers

8

Airports

+385

Visibility
Placements



GIVENCHY

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



THE THRILL OF THE FORBIDDEN

THE D.F. EXPERIENCE METHOD

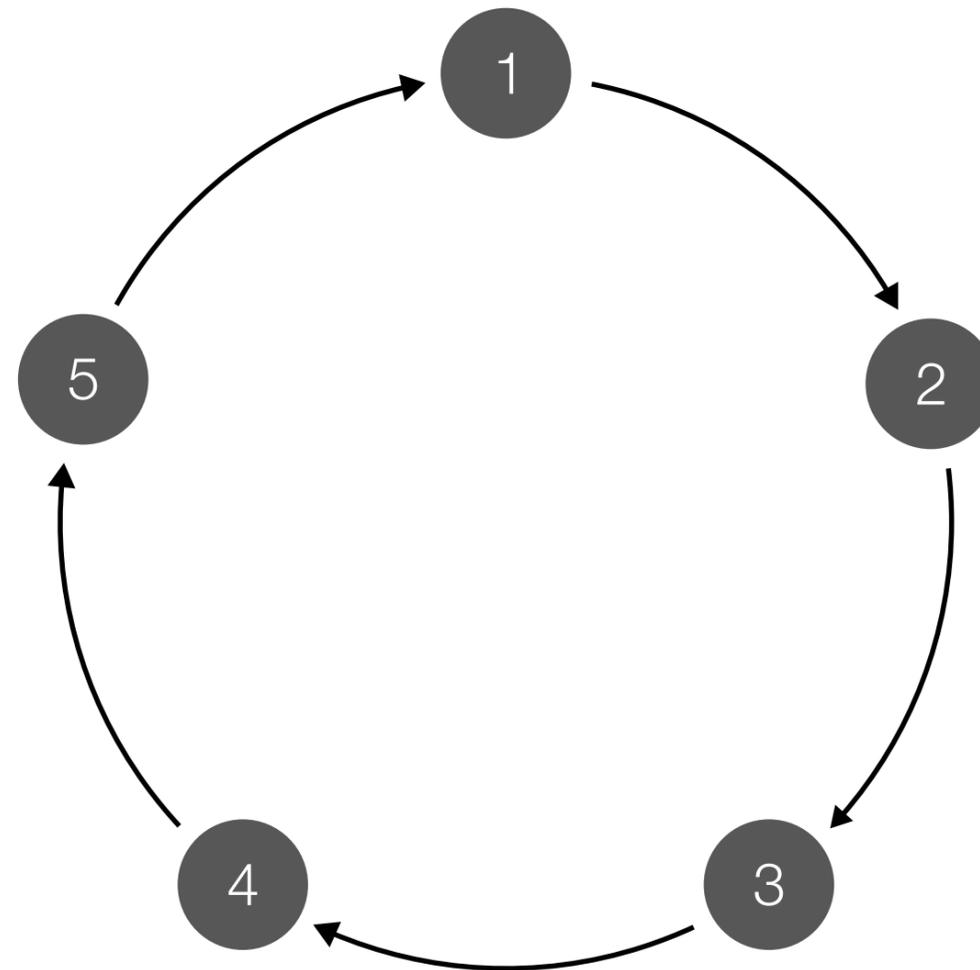
Five simple steps that will make easy your experience with us

5. CAMPAIGN REPORT

We will generate a marketing report with the data on how THE CAMPAIGN has done, creating a personalized report for your Brand

4. PRODUCTION / INSTALATION

After approving the simulation of the advertising site, the production and installation will proceed



1. BRIEFING

Understand your Brand and your needs with our marketing and sales department

2. PROPOSAL

Proposal according to your Brand volume and our volume of purchases

3. TRAINING TEAM

Training and consultancy with our specialist and prescriber in spirits and wines



VISIBILITY



INCREASED SALES



STANDING OUT



PROMOTIONAL NOVELTY AND RELEASES

THE THRILL OF THE FORBIDDEN

WE COVER YOUR NEEDS

ACTIONS TAILORED TO YOUR BRAND

OUR CATALOGUE

From our catalogue of advertising placements in our stores, we will offer you different options that adapt to your Brand

MADE FOR YOUR BRAND

We cover your needs: product launches, visibility actions, promotions and much more

Gondolas

A Gondola Special Offers

Recommended for increase sales and promotion.

Generic Gondola. This option is very eye-catching and perfect for attracting customers.

Included

- A4/A5 poster (Design provided by the brand)
- 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)

Note: Customizable depending on the shop (i.e., Castellon, LJ, has a sidewall vinyl)
Not included in the total price.

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 terms and conditions outlined in the attached contractual agreement.



Details

- Standard DF design (Header Promotions).

If this format is contracted for the airports, it includes all 4 airports.
If this format is contracted for the border shops, it includes all 6 shops.

🕒 1-2-month duration maximum

MODELS

We will give you personalized models of how your campaign would look like

CUSTOMIZED EMPLACEMENTS

We are open to new ideas, concepts and innovative campaigns that we will create especially for your product



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

01 GONDOLAS

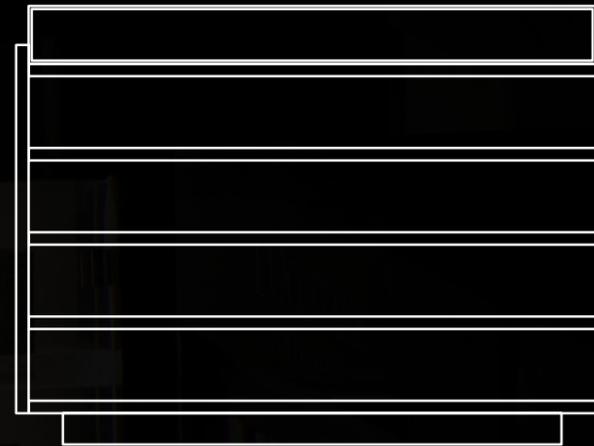
02 BACKWALLS

03 SPECIAL FORMATS

04 SCREENS

05 DIGITAL PACK

06 MARKETPLACE



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.

A Gondola Special Offers

Recommended for increase sales and promotion.

Generic Gondola. This option is very eye-catching and perfect for attracting customers.

Included

- A4/A5 poster (Design provided by the brand)
- 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)

Note: Customizable depending on the shop (i.e., Castellon, LJ, has a sidewall vinyl)
Not included in the total price.

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

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Details

- Standard DF design (Header Promotions).

If this format is contracted for the airports, it includes all 4 airports.
If this format is contracted for the border shops, it includes all 6 shops.



1-2-month duration maximum

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. Feel free to inquire 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

- 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.

c Static Backlit Castellon

Recommended for increase recognition, sales and promotions.

This specific placement is offered included in the customized gondola, but not in the promotions gondola (it will incur an extra in the total price).

Details

- Design provided by the brand
-

Extra

- Screen Display (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.

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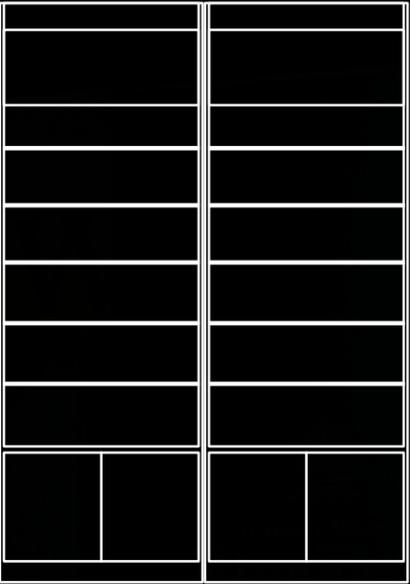


Details

- Backlighted Static Vinyl.
- 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



Upon request.



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.

Backwall

A Full Display Backwall

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, engagement, brand reinforcement and positioning your brand.

This Backwall concept is a premium showcase with curated displays that respect the brands' narrative. It is only available for Zaragoza and Panamá.

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. Feel free to inquire 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)
- Includes the manufacture and installation of the vinyls*



Annual duration

B Backwall Cabinet

Recommended for standing out, increasing sales, promotion of merchandising.

Perfect for product launches, displaying products (i.e., best-sellers) and brand positioning.



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 terms and conditions outlined in the attached contractual agreement.

Details

- Full customized cabinet. (Design provided by the brand)
- The manufacturing and installation of the vinyl are not included.

If this format is contracted for the airports, it includes all 4 airports.
If this format is contracted for the border shops, it includes all 6 shops.



Minimum 3-month duration.

c Backwall Tape

Recommended for novelties, promotions, actions.

This format stands out, helps to increase sales and is perfect for showcasing novelties and launches.

Included

- Props (Provided by DF group previously agreed with the brand)

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. Feel free to inquire 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 tape (Standard design provided by DF Group)

If this format is contracted for the airports, it includes all 4 airports.
If this format is contracted for the border shops, it includes all 6 shops.



Minimum 2-month duration.

D Leading a Backwall (CDT)

Recommended for standing out, increasing sales and exposure.

This format is ideal for launches, exposing the top-selling products and positioning your brand. **ONLY IN CASTELLÓN AIRPORT**



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 terms and conditions outlined in the attached contractual agreement.

Details

- Full Customized header in backwall (Design provided the brand)
The manufacturing and installation of the vinyl are not included.



Minimum 3-month duration.



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.

A Security Arches

Recommended for high visibility, novelties.



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 terms and conditions outlined in the attached contractual agreement.

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

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. Feel free to inquire 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

B Static Advertising

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

Recommended for high visibility, novelties.

II Valladolid Airport

- Passengers: 300k
- Destinations: (Oslo, Edimburgo, Estambul, Montenegro, Paris... and national 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. Feel free to inquire 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: 160 cm x 275 cm



Upon request

B Static Advertising

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

Recommended for high visibility, novelties.

III Zaragoza Airport

- Passengers: 800k
- Destinations: (Paris, London, Milan, Brussels, Bucharest, Marrakech...and national 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. Feel free to inquire 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: Upon request.



Upon request

c 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. Feel free to inquire 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.



Upon request



rabanne

HUGO BOSS

KENZO

GUERLAIN

ISSEY MIYAKE

MARC JACOBS

Chloé

CALVIN KLEIN

LANCÔME
PARIS

VUELA CON NOSOTROS

DE GROUP



05 Screens

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.

Screens

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.



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.

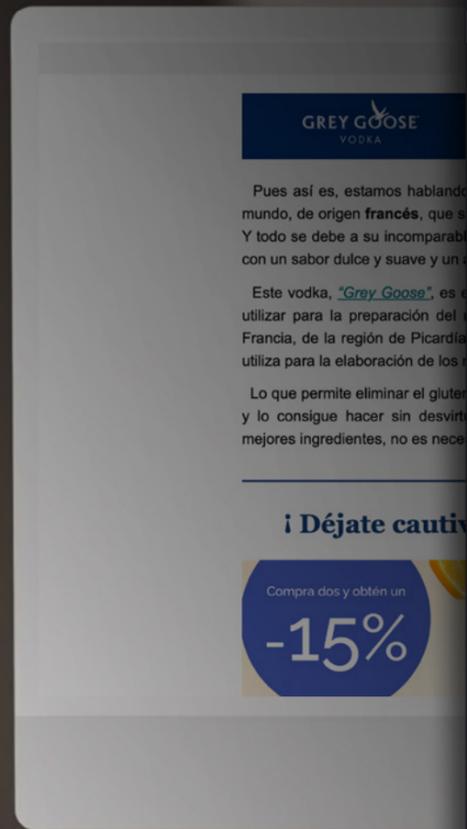
* Please review the terms and conditions outlined in the attached contractual agreement.

Details

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



*Depending on agreement with brand and specific campaign



04 Digital Pack

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.

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.

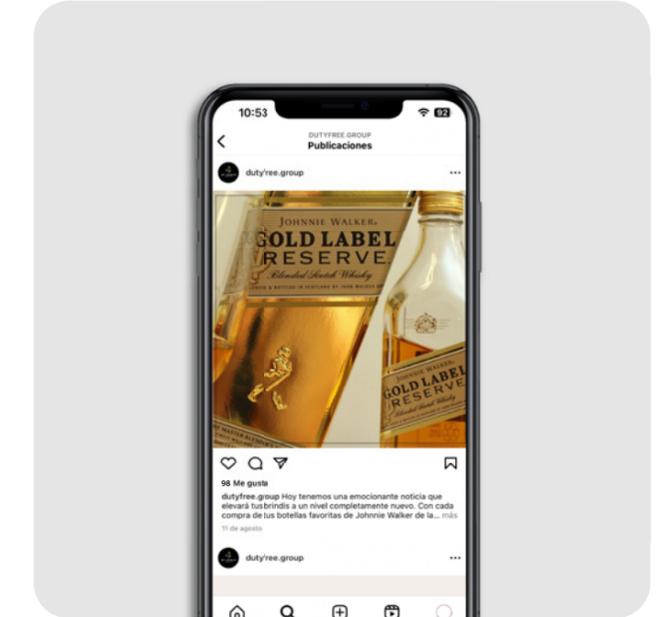
Our complete digital package includes **Blog, Newsletter** and **Social Media**.



Blog



Newsletter



Social Media

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

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

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
- Carussel
- Story
- Reels



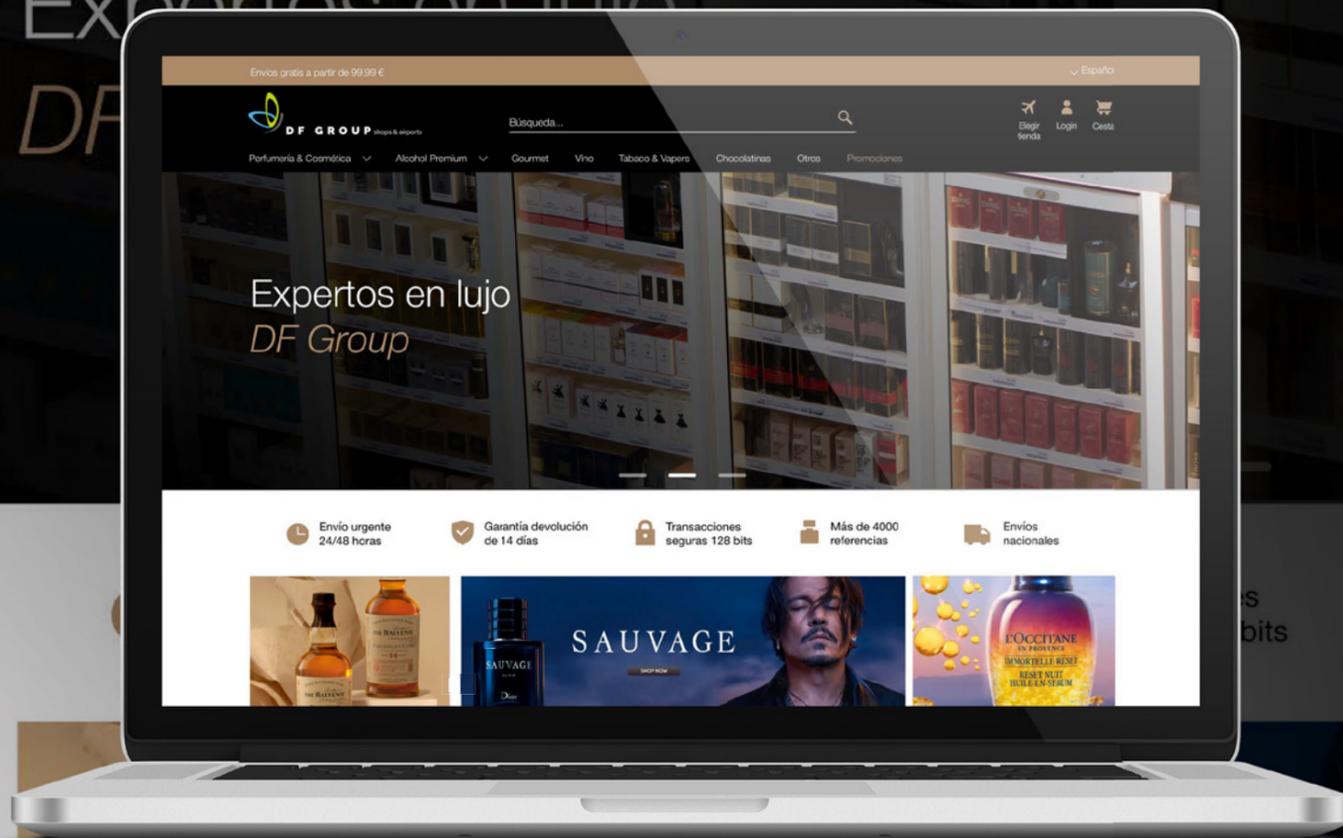
*Depending on agreement with brand and specific campaign

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 terms and conditions outlined in the attached contractual agreement.

Expertos en lujo
DF Group



06 Marketplace

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.

Productos *exclusivos*

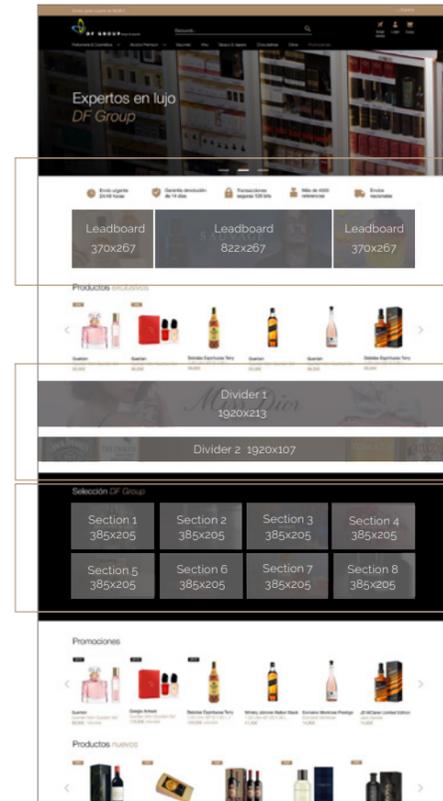
new

new

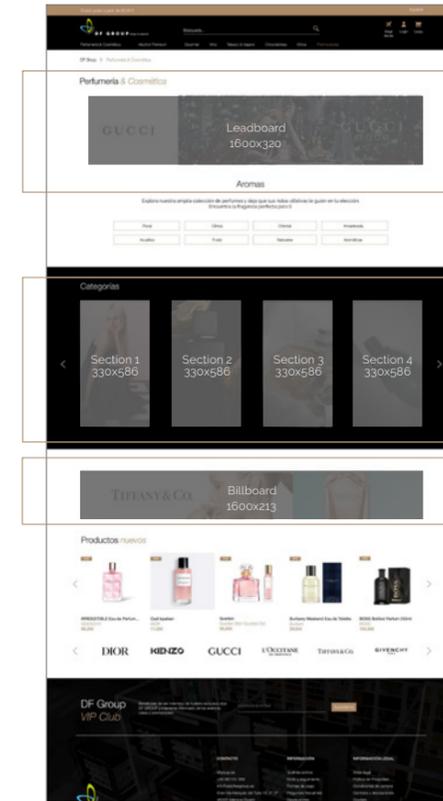
Marketplace

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.



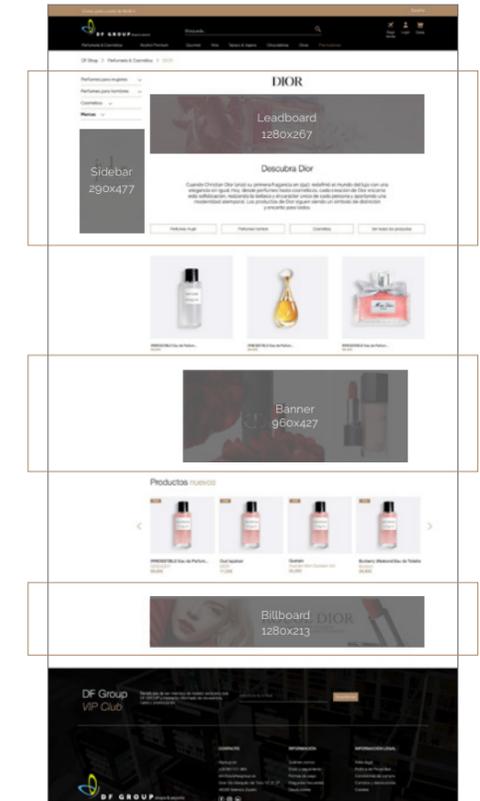
Home Page



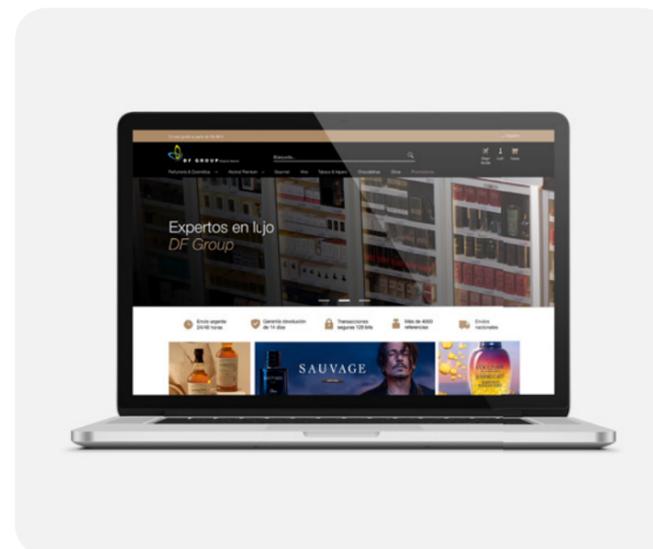
Category banners



Catalogue Page



Brand's Page



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

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

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

Do you want your experience to
become reality?

For more information on tariffs and order forms, please refer to the attached documents



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shops & airports

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