

17/09/2018

## APN Outdoor Brings JOY To Sydney Airport.

SYDNEY: Parfums Christian Dior Travel Retail has selected leading media business APN Outdoor and Sydney Airport for Australia's only out-of-home campaign for JOY, Dior's first new fragrance in 20 years.

Featuring global superstar and Academy Award winner Jennifer Lawrence, the new fragrance is showcased within Heinemann Tax & Duty Free at the T1 International terminal, with the advertising campaign launching at Sydney Airport earlier this month.

APN Outdoor Chief Executive Officer and Managing Director, James Warburton, said: "The launch of the first Dior fragrance since J'adore is very exciting and a moment in luxury fashion history. We are delighted that Dior has chosen to make APN Outdoor and Sydney Airport an integral part of that.

"Sydney Airport is the gateway to Australia and the perfect location for luxury good marketers wanting to reach an engaged audience in a premium shopping precinct, just as they are ready to spend.

"Bringing a new Dior perfume to market is an event and APN Outdoor is very proud to partner with Dior Travel Retail and Sydney Airport on this exciting new campaign," he said.

Parfums Christian Dior Travel Retail's decision to use Sydney Airport as the only location for out-of-home advertisements for JOY follows the opening of the first Maison Christian Dior boutique in Australia at the T1 International terminal in May this year.

The Maison Christian Dior pop-up boutique was housed in Heinemann Tax & Duty Free and invoked the true feel of a Parisian home, featuring the French luxury label's exclusive range of scented candles, 22 fragrances and soap collection. It was open to passengers departing Sydney Airport from May to July this year.

Sydney Airport was one of just three airport locations across the Asia-Pacific region to feature the Maison Christian Dior collection.

Susan Hardman, Oceania Regional Director, Parfums Christian Dior Travel Retail, said: "Sydney Airport is a key airport for Dior within the Asia Pacific region. We are delighted with the campaign and the opportunity to launch JOY in such an



impactful way with APN Outdoor. We thank our partners at Sydney Airport and Heinemann for their support.”

Glyn Williams, General Manager Retail, Sydney Airport, said Christian Dior is a brand synonymous with luxury and sophistication and aligns perfectly with Sydney Airport's retail strategy of delivering the best of global and local brands.

“We're delighted that our advertising partner APN Outdoor and Dior have come together to deliver Australia's only out-of-home advertising campaign for the launch of Dior's new fragrance, JOY,” Mr Williams said.

“It's a striking campaign and looks fantastic across our digital screens in terminal.”

**For more information, please contact:**

Neil Shoebridge / Andrew Knowles  
SKMG  
M: 0417 511 012 / 0449 510 357  
E: [neil@skmediagroup.com.au](mailto:neil@skmediagroup.com.au) / [andrew@skmediagroup.com.au](mailto:andrew@skmediagroup.com.au)

**About APN Outdoor**

APN Outdoor is a leading provider of outdoor advertising across Australia and New Zealand, with over 40,000 high-impact connection points.

APN Outdoor has a quality network that reaches 97% of Australians every day. Our focus on insights, powered by data, provides a deep understanding of audiences, including where to find them and how to connect with them. At the heart of our business are innovative media solutions that amplify, engage and inspire action – ensuring our advertisers achieve smarter impact. It's not outdoor without us.