



## BrandWeb

This module presents an online alcohol category pricing audit for Travel Retail.

### Coverage:

- airport shops
- airline catalogues
- ferry brochures
- fragrance SKUs
- supplying companies
- separate brands
- special offers, promotions and launches
- monthly with historical tracking
- data sorted by: price, product type, size, brand and brand owner

### Subscription:

- 12 months with optional annual renewal and unlimited corporate users

## A Fast-Growing Channel

The Online Channel is growing exponentially in Travel Retail. Every month our team scans the websites of every leading international airport, airline and ferry retailer for product and pricing data.

Use these results to check the prices of your competitors' products, identify the largest retailers and track Special Offers.

### Monthly Updates

Every month, an average of three to five new outlets come on stream. New entrants are reflected in each monthly update.

The team currently scan over 375 separate outlets from:

- ✓ airports
- ✓ airlines
- ✓ ferries

### Data Span

The following data for every SKU which is offered for sale online is recorded and uploaded to the Air4casts travel retail pricing database:

- |                        |                       |                       |                                 |
|------------------------|-----------------------|-----------------------|---------------------------------|
| ✓ product type         | ✓ brand               | ✓ retailer name       | ✓ size                          |
| ✓ brand owner          | ✓ promotions          | ✓ outlet name         | ✓ brand family                  |
| ✓ new product launches | ✓ online retail price | ✓ special offer price | ✓ change in price vs last month |

## Fragrance Product Coverage

### Women/Children/Unisex

- |                     |                   |                   |                   |
|---------------------|-------------------|-------------------|-------------------|
| ✓ Bath & Shower     | ✓ Bodycare        | ✓ Coffret         | ✓ Deodorant Cream |
| ✓ Deodorant Roll-On | ✓ Deodorant Spray | ✓ Deodorant Stick | ✓ EdC             |
| ✓ EdC Spray         | ✓ EdP             | ✓ EdP Spray       | ✓ EdT             |
| ✓ EdT Spray         | ✓ Haircare        | ✓ Handcare        | ✓ Parfum          |
| ✓ Parfum Solid      | ✓ Parfum Solid    |                   |                   |

### Men

- |                   |                    |                     |                   |
|-------------------|--------------------|---------------------|-------------------|
| ✓ After Shave     | ✓ After Shave Balm | ✓ Bath & Shower     | ✓ Bodycare        |
| ✓ Coffret         | ✓ Deodorant Cream  | ✓ Deodorant Roll-On | ✓ Deodorant Spray |
| ✓ Deodorant Stick | ✓ EdC              | ✓ EdC Spray         | ✓ EdP             |
| ✓ EdP Spray       | ✓ EdT              | ✓ EdT Spray         | ✓ Haircare        |
| ✓ Handcare        | ✓ Parfum           | ✓ Parfum Solid      | ✓ Parfum Spray    |