



DFP's PERFORMANCE HIGHLIGHTS FOR FY 2012

DUTY FREE PHILIPPINES showed a strong performance in 2012 with sales of \$ 234 million, a \$12 million increase over 2011 sales of \$222 million and 107% achievement of the target set at \$ 218 million.

The agency's remarkable growth may be attributed to the country's dynamic economy and tourism resulting to a significant boom in tourist arrivals. Aggressive multi-platform marketing campaigns were adopted by DFP to effectively reach its target consumers and sustain the previous year's sales impetus.

Below are the highlights of DFP's overall performance as well as the key attributes which influenced the resultant positive data.

I. DFP PERFORMANCE

Total DFP Sales

January 1 to December 31, 2012	:	\$ 234,143,610.51
January 1 to December 31, 2011	:	\$ 222,188,805.53
Difference	:	\$ 11,954,804.98
% inc/dec vs. same period last year	:	5%
% achievement of sales target at \$ 218M	:	107%

- *subject to adjustments*

II. MAJOR PROGRAMS/ACTIVITIES

DFP maximized all efforts to re-establish market awareness through the following activities/projects:

Advertising and Promotions

- **Year of the Dragon Sale (January 22-February 9, 2012)**
 - Sales : \$ 10,019,561
 - 8.26% increase vs. same period last year
- **25th Anniversary Sale (May 2, 2012)**
 - Sales : \$ 1,079,875
 - 263% increase vs. same period last year
 - The Kid TVC : 60/30sec TVC produced and aired in major TV networks

- Print ads/press releases: Published in major dailies
 - **Summer weekend events (April-May, 2012)**
 - Sales: \$1,011,408
 - 99% increase vs. same period last year
 - **End of Season Sale (August 10-September 9, 2012)**
 - Sales: \$ 8,278,377
 - 3% increase vs. same period last year
 - **Christmas Toy Sale (October 26-31, November 1-4,2012)**
 - Sales: \$ 2,296,166 (October)
 - 9% increase vs. same period last year
 - Sales: \$ 1,745,912 (November)
 - 41% increase vs. same period last year
 - **Babalik Ka Rin campaign (November 30-December 31, 2012)**
 - Sales: \$ 34,317,494
 - 6% increase vs. same period last year
 - Babalik Ka Rin TVC : 60/30sec TVC produced and aired in major TV networks
 - Print ads/press releases: Published in major dailies
 - **Walang Tulugan/Smart Shopping Hours Christmas campaign (Dec. 10-23, 2012)**
 - Sales: \$ 10,335,578
 - .4% increase vs. same period last year
 - In-store promotional activities :
 - Raffled off 40"" LED TVs, DVD/microcomponent systems and Videoke microphones during the Smart Shopping Hours (10pm to 2am)
 - Free entertainment in partnership with Globe Telecom:
 - Weekend celebrity mini-concerts at the Fiestamall atrium
 - Marching bands, mime artists, robot, DFP mascot, chorale groups
 - Food stalls at the Fiestamall fountain area
 - Simbang Gabi held at 9PM
- *December 2012 Sales: \$ 18,870,599
✓ 6% increase vs. same period last year

Digital Media Marketing

DFP maintained the various social media platforms it has adopted to engage with potential and current customers, to gain awareness of customers' current product preferences and travel retail trends and disseminate information on the company's latest and upcoming promotions.

- Facebook Fan Page : 27,612 members (as of January 2013), an increase of 18,517 members since January 2012 (9,095)

To increase our fanbase, the following activities were implemented:

- Photo booth at the Fiestamall with internet/Facebook access for customers
- Photo contests:
 - Duty Free Shopping...It's More Fun in the Philippines (September 19-October 18, 371 entries)
 - Wish Ko 'To (November 1-January 15, 2013, 36 entries)
- Enhanced its official website (www.dfp.com.ph)
- Maintained its Twitter, YouTube channel and WordPress (blog) accounts to regularly communicate with potential customers

Other Marketing Efforts

- o Out of Home Advertising / Transit Media
 - Wrapping of own advertising around transport vehicles
 - Airport billboards / LED monitors showing DFP videos
 - Fiestamall lobby videowall showing DFP's latest promotional ads

Recognition from local/international award-giving institutions:

- o **Frontier Awards** (the world's tax free travel retail awards) and the **Philippine Quill awards** (the country's most prestigious and relevant award for business communicators given annually by the International Association of Business Communicators Philippines) cited DFP as FINALIST under the "*Best Marketing Campaign of the Year by a Retailer*" category for its December 'Paskong Pinoy' campaign
- o **The Moodies** (the world's first airport-specific digital, mobile and social media awards) shortlisted DFP in 3 categories:
 - ✓ Best Facebook Page for a Travel Retailer, Best YouTube campaign for 'Pinoy Glee' and Best Use of Social Media Overall for an Airport Retailer.
 - ✓ 'Pinoy Glee' (DFP's musical/viral ad launched in YouTube) wins Highly Commended Award by The Moodies.

Store Operations

To address the increased duty free shopping needs of travelers as a result of the Open Skies policy adopted by the government in 2011 (which liberalizes the country's aviation industry), DFP opened more outlets in international ports of entry and tourist enterprise zones.

- o **New Stores**
 - Newport Mall, Resorts World Manila
 - Opened November 21

- Sales: \$158,852 (Nov. 21-Dec. 31)
 - Embarcadero de Legazpi, Albay
 - Opened November 25
 - Sales: \$239,469 (Nov. 25-Dec. 31)
 - Kalibo International Airport (arrival & departure stores)
 - Opened December 2
 - Sales: \$108,727 (Dec. 2- 31)
 - Caticlan, Aklan
 - Opened December 2
 - Sales: \$4,258 (Dec. 2-31)
- **Store Renovations**
- **Fiestamall Store** - improved the adjacencies of product categories and overall aesthetic look of the store
 - Construction of new sections/boutiques (product line expansion)
 - ✓ *Wine Village*
 - ✓ *Victoria's Secret*
 - ✓ *Swarovski*
 - ✓ *Tommy Bahamas*
 - ✓ *Electronic/gadgets section*
 - **Airport stores** - improved the look of the store to be in unison with the other outlets and at par with international duty free shops
 - Terminal 1 Arrival area Gates 1 & 16
 - Terminal 1 Departure area Center Module
 - Terminal 2 - added new areas : Eyewear and Ferragamo sections
 - Terminal 3 Departure
 - Manila Ocean Park
 - Davao Visitors Center
 - Cebu Waterfront Lobby Store

III. DFP FINANCIALS

- Total Remittances to the DOT for 2012: **P380,645,871**