

Calling innovators, disrupters and dreamers – The QDF Factor returns

QATAR. Qatar Duty Free today revealed full details of The QDF Factor 2021, in association with The Moodie Davitt Report, an initiative to champion innovation at a time when travel retail needs that quality more than ever.

The QDF Factor, first hosted in 2020 at the Virtual Travel Retail Expo, is a competition open to all brands, both within and outside the travel retail channel. It offers a top prize of a six-month listing* in 2022 at Qatar Duty Free's award-winning retail offer in Hamad International Airport, Doha, recently voted [Best Airport in the World](#) by Skytrax.

The victor will also win a free six-month US\$50,000 multi-media advertising campaign with The Moodie Davitt Report.



Additionally this year, every entrant will benefit from an extensive profile on The Moodie Davitt Report.com and a complimentary advertisement in a dedicated QDF Factor Moodie Davitt eZine before the final judging.

The winner will be revealed by Qatar Duty Free at the second [Virtual Travel Retail Expo](#), run by The Moodie Davitt Report and FILTR.QINGWA (with co-organiser Hainan Provincial Bureau of International Economic Development), where Qatar Duty Free is an exhibitor and Diamond Partner.



We are again really excited to provide an opportunity for all brands – no matter how big or small, with or without a presence in travel retail – to feature their product at Hamad International, the world's best airport

Thabet Musleh
Vice President Operations
Qatar Duty Free

[\[Click on the YouTube icon to see the exciting culmination of The QDF Factor 2020\]](#)

Entrants, to be judged by Qatar Duty Free Vice President Thabet Musleh and his team, and The Moodie Davitt Report Chairman Martin Moodie, will be assessed on a series of qualitative criteria, including:

- **Innovation:** What does this product or concept offer that is unique, stands out from its competitors, and creates a talking point for retailer and consumer alike? What is its USP?
- **CSR:** What additional social credentials does your product offer?
- **Presentation:** What is compelling about the packaging? What makes it stand out on shelf? What consideration has been given to people and the planet?
- **Commercial viability:** Who is your product targeted at? What makes it a winner? What is your pricing policy and (going forward) marketing approach?
- **Overall quality:** Tell us about the R&D that went into your product, the quality of its ingredients/components.

As in 2020, Qatar Duty Free may award more than one prize if sufficiently impressed (The Moodie Davitt Report will match any additional prizes with further advertising).



Qatar Duty Free Vice President Operations Thabet Musleh said: “Qatar Duty Free has always placed innovation, newness and differentiation at the heart of our offer. So we are delighted to host The QDF Factor once again and recognise and reward those qualities.



Martin Moodie: “We have added incremental publicity benefits – both editorial and advertising – to ensure that each entry is recognised for its participation”

“We are again really excited to provide an opportunity for all brands – no matter how big or small, with or without a presence in travel retail – to feature their product at Hamad International, the world’s best airport. We welcome all brands to participate and very much look forward to seeing really innovative concepts that will delight our customers in the post COVID-19 era.

“Additionally, we are very pleased to return to the Virtual Travel Retail Expo as a Diamond Partner. We will be showcasing not only our award-winning retail offer but also presenting a brilliant showcase of the extraordinarily ambitious extension at Hamad International Airport. And of course our team will be visiting all the brand exhibitors during the course of the week.”

The Moodie Davitt Report Founder & Chairman Martin Moodie said: “We’re thrilled and honoured to welcome back Qatar Duty Free both as our Diamond Partner at the Virtual Travel Retail Expo and as the co-host of The QDF Factor, a project that generated tremendous excitement in 2020 and which we will take to new heights in 2021.

“We have added incremental publicity benefits – both editorial and advertising – to ensure that each entry is recognised for its participation. The travel retail sector recovery is gaining momentum, but conditions remain challenging. The QDF Factor underlines Qatar Duty Free’s unswerving commitment to the channel and our joint belief that innovation is critical to delivering the travelling consumer the quality of offer that will surely drive that recovery.”

***Note:** Subject to standard commercial and payment terms being agreed.

All entries must be received by 27 September at the following two addresses:

Qatar Duty Free Company

Office 401 & 408
4th Floor, Qatar Airways Tower 3
Building 133, Street 310, Zone 48
P.O. Box 22553
Doha, State of Qatar

[For alcohol delivery details please email hbull@qatarairways.com.qa]

Moodie Davitt Asia

No 8 Caperidge Drive
Peninsula Village,
Discovery Bay,
Lantau, NT
Hong Kong

[Contact phone: +852 6144 3708]

Please include:

- A PDF/word document answering the entry criteria above
- Photos and/or video of the product
- Samples