

Virtual Travel Retail expertise recognised as Filtr named one of CIOutlook's Top 20 Enterprise Start-ups of 2020



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SINGAPORE. Integrated marketing and design agency Filtr, a well-respected force in the travel retail world, has been recognised as one of the [Top 20 Enterprise Start-ups of 2020](#) by leading technology magazine [APAC CIOutlook](#).

APAC CIOutlook is a Silicon Valley-based publication dedicated to connecting the IT community across the Asia Pacific region. The magazine's Top Enterprise Start-ups list is now on its fourth year and highlights disruptive companies in the dynamic digital technology industry.

Filtr was the only creative agency to be included in the Top Enterprise Start-up's 2020 list. It was recognised for accelerating its digital capabilities and its integrated technology approach to virtual events; particularly for its key role at the hugely successful Moodie Davitt Virtual Travel Retail Expo and Aircraft Commerce Virtual Expo.

"I had always considered our agency's specialism in travel retail as our biggest strength," said Filtr Managing Director Alex Cook. "COVID-19 flipped that notion on its head almost overnight. We had to evolve quickly, and necessity was a powerful catalyst. I couldn't be more proud of the FILTR team for embracing change and rapidly developing our digital expertise. For our transformational efforts to get noticed in the technology sector and to be recognised by APAC CIOutlook magazine is incredible."

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Filtr Managing Director Alex Cook



Filtr Managing Director Alex Cook says that the company had to pivot quickly amid the pandemic crisis and that travel retail specialism remains a core strength

With most physical industry events in 2020 cancelled due to the COVID-19 pandemic, Filtr and The Moodie Davitt Report pivoted and launched the pioneering Moodie Davitt Virtual Travel Retail Expo last October. The event attracted 4,300 unique visitors comprised of the biggest names in travel retail and is hailed as the largest travel retail tradeshow gathering in the virtual space.

During the ground-breaking event, Filtr also supported leading companies such as Shiseido, Puig, Clarins, Diageo and JTI by creating bespoke and immersive virtual stand experiences.

Filtr is continuing its partnership with The Moodie Davitt Report with a series of virtual events scheduled for 2021. This includes the [Summit of the Americas – A Virtual Experience](#) in partnership with International Association of Airport Duty Free Stores (IAADFS) and Asociación Sudamericana de Tiendas Libres (ASUTIL), and [Beauty Tech Live](#) in partnership with leading beauty title BW Confidential, with other events in the pipeline.



“Necessity was a powerful catalyst,” says Cook as Filtr fully embraced digitalisation and virtual reality in 2020

Cook added, “Our digital pivot has opened a number of exciting new doors, and we are now helping brands to activate in virtual and O2O spaces across several different categories and for internal, trade and consumer audiences.

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The Moodie Davitt Virtual Travel Retail Expo was the first event of its kind and welcomed 4,300 members of the travel retail industry