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# Milk Jnr's and Kidworks tapped by TUI Group

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[Milk Jnr's & Kidworks](#) has been commissioned by [TUI Group](#) for a series of new projects that will launch over the course of the year.

The two companies have worked together since 2014 across TUI's airline, cruise and retail brands. The agency has delivered 10 projects so far including inflight, onboard, check-in and in-store packs that have included a range of bespoke and individual games, puzzles and characters. All have been created in line with educational guidelines and reinforce TUI's strong sustainability message.

Zoe Telfer, Client Services Director at Milk Jnr's & Kidworks, said in a statement: "We are delighted to have been commissioned by TUI Group once again. Our focus will now be on further adding value to each brand we work with and to help create holidays to remember for young travelers."

Sophie Hughes, Product Lead, Inflight Supply Chain Group Inflight Services, at TUI Group, added: "Over the past few years Milk Jnr's & Kidworks has really understood the TUI brand and has worked to our strategy and objective to appeal to our younger travelers. This strong and successful partnership means we have confidence the team at Milk will continue to deliver innovative and engaging solutions that reflect our values."

TUI is the world's leading tourism group. The broad portfolio gathered under the group umbrella consists of tour operators, 1,600 travel agencies and leading online portals, TUI aviation airlines with

around 150 aircraft, over 380 hotels, 16 cruise liners and many incoming agencies in all major holiday destinations around the globe. It covers the entire tourism value chain under one roof. This integrated offering enables TUI Group to provide our 27 million customers with a holiday experience in 180 regions.