

THE POWER OF POP-UP SHOPS

A LOW-COST WAY TO MAKE LONG-LASTING IMPRESSIONS



Brick and mortar retail shops have competed with online shopping for years. Despite this ongoing challenge, there is a growing trend that proves customers still enjoy unique, in-person shopping experiences. Pop-up shops are temporary, physical stores intended to leave a long-term impression on consumers. Known for their one-of-a-kind designs and locations, these small shops highlight the innovation of a brand while creating a memorable event for consumers and increased loyalty and sales for the retailer.



WHY A POP-UP SHOP?

- INCREASE REVENUE.
- TEST NEW PRODUCTS WITHOUT THE FINANCIAL COMMITMENT OF A PERMANENT RETAIL SPACE.
- INTRODUCE YOUR BRAND TO NEW CUSTOMERS.
- TELL YOUR BRAND STORY THROUGH AN IMMERSIVE, PHYSICAL EXPERIENCE.
- GENERATE BUZZ ABOUT YOUR BRAND VIA SOCIAL MEDIA AND WORD OF MOUTH.
- COLLECT DATA ABOUT CUSTOMER ACTIONS AND INTERESTS.
- EASILY MOVE THE SHOP FROM ONE LOCATION TO ANOTHER.
- CONNECT WITH CONSUMERS BY PUTTING A HUMAN FACE ON A LARGER BRAND/ONLINE SHOP.

HOW TO STAND OUT

- FIND A UNIQUE LOCATION THAT TARGETS YOUR AUDIENCE AND ALIGNS WITH THE AESTHETIC OF YOUR BRAND.
- PROVIDE EXPERIENCES OR GIVEAWAYS THAT COMPLEMENT THE BRAND SUCH AS LIVE MUSIC, MANICURES OR PERSONALIZED HIKING TRAIL RECOMMENDATIONS.
- CREATE A FEELING OF URGENCY BY HIGHLIGHTING PRODUCTS AS RARE OR EXCLUSIVE.
- PROMOTE THE POP-UP SHOP THROUGH SOCIAL MEDIA, FLYERS AND LOCAL PR.

WHAT YOU NEED

- PERMITS
- RENT
- UTILITIES
- INSURANCE
- LIGHTING
- PROPS AND DÉCOR
- IMAGINATION

EXAMPLES OF POP-UPS

- SMALL RETAIL SPACES
- SHIPPING CONTAINERS
- WHIMSICAL WHEELED CARTS
- VINTAGE VANS



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