

Everything you need for your  
pop-up action.

# A guide to pop-up formats

Go—  
PopUp

[gopopup.com](http://gopopup.com)



# The right pop-up **format** depends on **your business goals.**

Envision what you want to achieve.

Brand or product awareness?

Expansion within a new market?

Investment Test?

# For each goal, there's a possible format.



Goals can fall into any one of these areas. And frequently, you can have multiple, overlapping goals. Try to understand what would fit best the situation and the target.

Goals/ Formats	Containers and portable units	Street Store	Shopping Mall stores	Stands in malls or hubs	Event	Online Pop-ups
<b>Increase Awareness</b>	✓	✓	✓	✓	✓	✓
<b>Expansion in a new market</b>		✓	✓			
<b>Increase Sales</b>		✓	✓			
<b>Test a product or concept</b>		✓				
<b>Celebration</b>	✓				✓	✓
<b>Wow customers</b>	✓			✓	✓	

# Another way to think about it

Your goals can be related to retail purposes, or need an immersive experience that leaves the mark. Choose wisely.



## Retail

- Increase sales
- Test a market, neighbourhood or a location;
- Test a physical retail strategy;
- Create connections
- Offer customer service
- Seasonal or specific festivities;



## Experiential

- Build brand and product awareness;
- Create in person connections
- Finetune your business, gather customer feedback and insights live in a store;
- Experiment with new products, technologies
- Facilitate brand-customer engagement.



## Celebration

- Stage an event for customers or partners;
- Format used by retailers for special events, such as the celebration of a milestone for the company, new product launches, etc

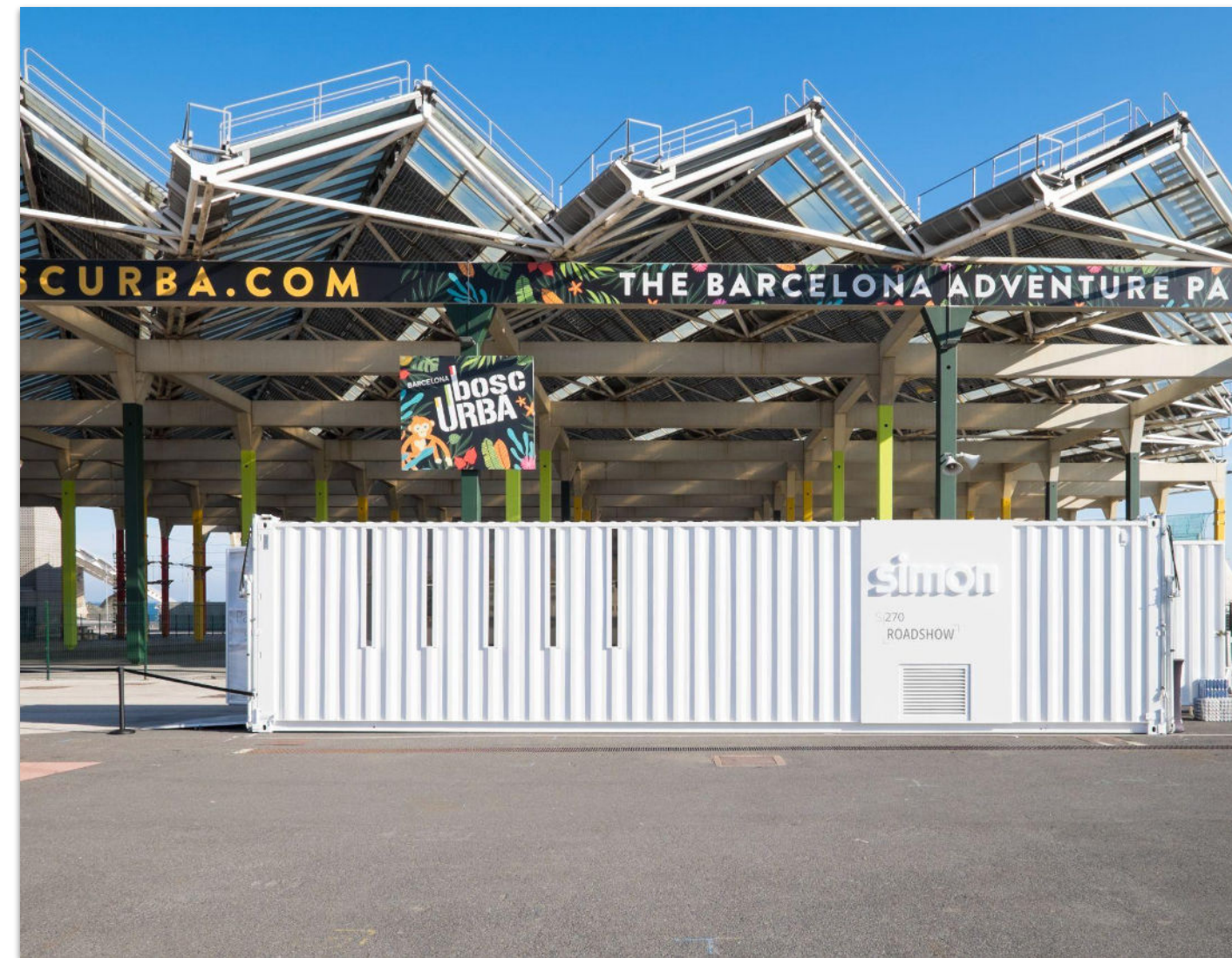
# PORTABLE UNITS

# What can a **portable unit** be?



## CONTAINER

A customised and flexible mobile unit that can be placed in several locations, creating unique experiences on a temporary basis.



## TRAILER

Similar to a container, a trailer can be transported all around. Perfect for roadshows.



## FOOD TRUCK

The most well-known solution for the food and beverage industry.



# 6 facts about portable units



Mobile units don't have a permanent location and are **easy to move around**.



Depending on the complexity, activations can take a minimum of **4-6 weeks of planning time**;



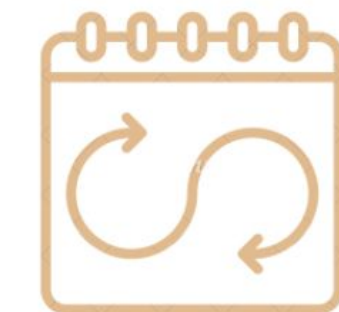
Only **short term commitment** required. Suitable for **small-scale operations** or markets with short term demand spikes.



**Licenses and production** can take up a lot of time so considerable **lead time is required**, especially for roadshows.



Serves **many types of uses**, such as restaurants, bars, pop-up events, product sales



They provide **flexibility** to expand awareness to different areas and demographics.

# How we can help bring to life your mobile unit

- Rental, production and delivery of mobile unit.
- Branding, signage and AV equipment.
- Permits and license management.
- Sourcing and contracting of suppliers.
- Logistics and transport of mobile units.
- Staffing.
- PR
- Design



# STANDALONE STORES

# The classic pop-up street store



## STANDALONE POP-UP STORE

Pop-up stores can be used to deliver a short-term experience, enter a market or reinforce a brand message with positive customer engagement. As powerful as ecommerce can be, nothing compares with a physical face-to-face interaction. Last, but by no means least, pop-up shops are great tools for small brands just starting out.

# 3 facts about **pop-up street stores**



A standalone store could be located in a **busy high street** or in any **trendy neighbourhood**, depending on the brand's objectives and target group.



It is mostly used during **transactional** pop-ups. Sometimes the lead time to find the perfect location to succeed might be a bit longer.



It represents a great fit solution when you need to set up a shop **relatively quickly**, plus **interacting** with consumers in a new location.

# How we can help bring to life your pop-up store

- Space scouting
- Store build out
- Store fit out
- Branding, signage and AV equipment
- Permits and license management
- Sourcing and contracting of suppliers.



# SHOPPING MALLS AND TRANSPORT HUBS

# Two possible ways of popping up



## PREMISES

A premise is a **space** within a **shopping centre or a transport hub**, available for short or long term rental. Ensures high footfall, attracts large number of people simultaneously.

## STAND OR KIOSK

Stands are located in **common areas or walkways** of the centre or transport hub, with high footfall to maximize visibility.

# 6 facts about malls and hubs



They offer extremely **high visibility** and high **footfall** since visitors or travelers are flowing constantly.



When it comes to stands or kiosks, they are a **low risk option** to try a new product or service;



Often spaces are rather small and have **height** restrictions;



Need to bear in mind the **regulations** of the mall. A project proposal is usually submitted for prior approval.



Particularly **airports** might have stricter regulations for logistics, timings, etc. when it comes to setup and operation.



In shopping malls, **rentals** can vary from **short** to **longer** ones, according with the business goals.

# How we can help you pop up in a shopping or transport centre

- Space scouting
- Store build out
- Store fit out
- Production of a stand/kiosk
- Branding, signage and AV equipment
- Permits and license management
- Sourcing and contracting of suppliers
- Liaison with airport/ train station entities
- Staffing
- PR
- Influencers, POS



# EVENTS

# Deliver the **buzz** they need

Pop-up events are created with the aim to **launch and showcase a new product** after a large period of expectation and an extended communication campaign.

These events are **ephemeral**, they want to create a lot of buzz on social media and on the traditional media traffic; press and consumers can take a look at the product and witness the new features.



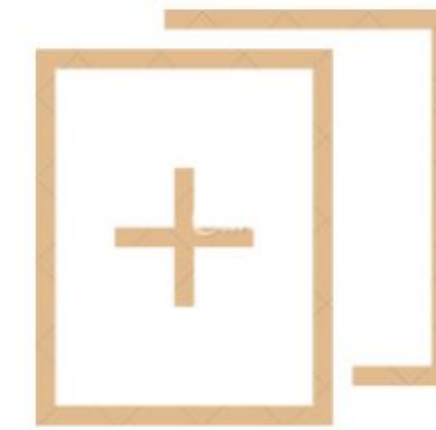
# 3 facts about pop-up events



A successful pop-up event relies on **creativity** and the “**wow effect**”. This is when you need to be wildly inventive



The **secret** lies on adding one of the following ingredients: mystery, direct experience, nostalgia, picture worthy sets, behind the scenes **special effects**.



Sometimes you **won't need great budgets**, just a cool concept that is easily **replicable**.

# ONLINE POP-UPS

# An innovative platform to **pop-up online**

In 2022 we are going to launch **ShopLive**, the the first social network that empowers small retail businesses.

The platform is linked to an **application** where users can explore shops and products around their area.

Everything will be about **video content**.

Shops will have their own profile and be able to share live directs, video tours or recordings where they show and promote their products.

Discover how you can benefit from this app starting from March 2022.

[www.shoplive.es](http://www.shoplive.es)



Looking forward  
to working together.

**THANK  
YOU!**

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