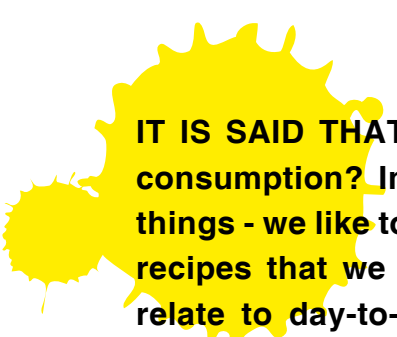


POP-UP STORE — SPACE FOR BRANDS, SALES AND STORIES

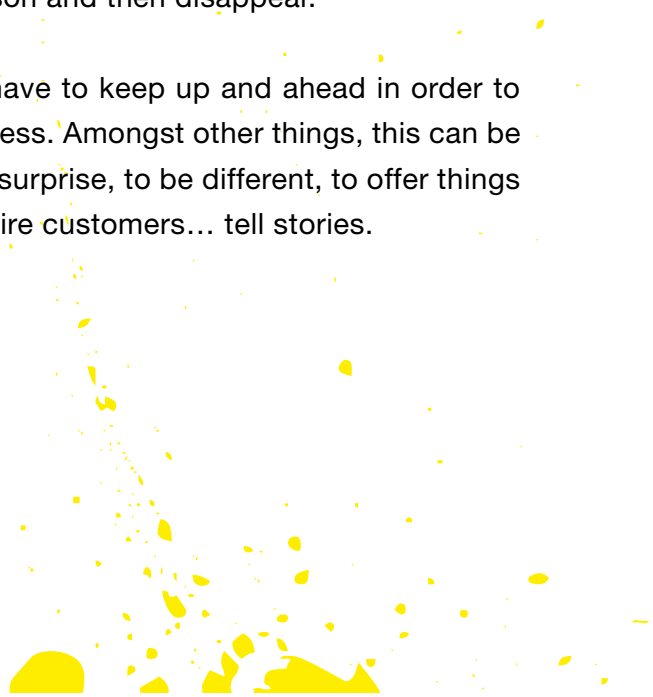




IT IS SAID THAT MAN IS A CREATURE OF HABIT, but does that also apply to consumption? In certain aspects, surely. We are easy-going in many everyday things - we like to shop at the supermarket around the corner, we have our favorite recipes that we often eat, and we trust our daily routines. But these habits all relate to day-to-day life, to what we have learned, to things that have almost become automatic due to their regularity, like brushing teeth. Real, conscious consumption on the other hand, is constantly changing.

In urban areas, for example, there is a tendency toward small, fine and specialized stores - with special offerings, particular flair, unique experience. The consumption-oriented and open-minded person no longer wants to just buy, they also want to experience. They are at the same time guest and customer. Home-made jams, specially prepared snacks, hand-knit hats and scarves, tailor-made shoes or foodstuffs purchased specifically for recipes including cooking instructions. Consumption is more, and this also goes for recreational activities. Dinner is still eaten at a favorite Italian restaurant, but pop-up restaurants like Pret a Diner entice numerous visitors and offer special limited, short-term experiences and unusual locations that surpass mere culinary treats. Limitation leads to exclusivity and this makes not only the activity, but also the individual guest special. Also with regard to vacations, consumers want more than a white beach, a luxury hotel and perfectly organized excursions to places of interest. True experiences are at the forefront. Unusual, unique and exclusive locations are in great demand. This is valid even for pop-up hotels which are only open for one season and then disappear.

When consumption changes, trade, gastronomy & co. have to keep up and ahead in order to win customers and retain them to ensure long-term success. Amongst other things, this can be achieved through temporary limitation. It is important to surprise, to be different, to offer things that are special or exclusive, to create experiences, inspire customers... tell stories.

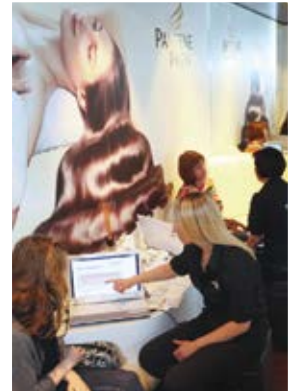


The Pop-Up Store

The main principle of pop-up stores is not new. It is moreover an old concept under a new name. The first tradesmen were nomads. Thousands of years ago, people bought and sold wares at markets - with regional and seasonal limitations - and only on selected days of the week or even month. The markets were meeting places for all walks of life, places for entertainment, location for jugglers and musicians. Whoever was there had something to tell. These times are not gone - which a glance at the still well-visited weekly markets proves. It may be a platitude, but trade is changing. Online purchase is booming. Whoever is looking for the best price finds it on the Internet. But wares that are available always and everywhere lose their allure. The product is experienced less and less. And what is not experienced cannot be discussed - especially not in social media channels.

The emotionalization of products and brands is barely or not at all possible. The consumer does not feel special - and that is where there is demand and where the opportunity for brands lies. This new and increased demand for real buying experiences leads to a continuous re-thinking for small and innovative brand articles as well as for large international brands. Whoever wants to maintain their brand changes their point of sale. Ideally, the interplay between the different components - such as architecture, design, music concept and often also a time limitation - create a scenario in which the brand, the consumer and the product grow together. And: The more limited these relationships, the more exclusive the product appears. Scarcity and time limitation create covetousness, and where there is covetousness, things are purchased.





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Exclusive temple of experience, seasonal sales tool, exciting communication platform

As the first pop-up stores actually began „popping-up“ in the world’s fashion centers at the beginning of the last decade, they had already disappeared when all the important media had reported about them. While brands in Germany slowly jump on the bandwagon, other countries are much further along. Ever since the Japanese avant-gardist, Rei Kawakubu opened the first guerilla store in Berlin with her brand Comme de Garçons in 2004, the principle of scarcity has been largely maintained. Pop-up stores from Louis Vuitton and Chanel opened in Cannes and Saint-Tropez for a few weeks, offering only individual items that could not be purchased elsewhere. The basic ingredients for pop-up stores are always basically the same: Sensuality, location and exclusivity. At best, a pop-up store combines all three, sometimes one component is enough. Temporary shops do not necessarily have to be temples of experience. Pop-up stores can also generate seasonal sales in sparse spaces, as proven by Toys „R“ Us with approximately 600 pop-up shops in empty mall space during the few weeks in the gift-giving season around Thanksgiving and Christmas. The same objective - quick sales and cheap rent - as countless freelance artisans, young fashion designers and designers who rent empty store space short-term, set up a cash register and roll out communication amazingly fast by word-of-mouth and social media. Even real estate agents are beginning to discover pop-ups in order to put empty space to use or put an object to test. In this manner, an empty space in London’s Eastend was used to set up a pop-up shopping mall consisting of 61 ship containers. By the time the construction of modern offices begins here, the so-called Boxpark is long gone. Already something has been achieved. The in-crowd has discovered the city section Shoreditch and reporting worldwide did the rest.

The principle of the pop-up stores has real advantages for image generation. What rubs off on the location and the area is more than true for the product. That is how the Pantene Pro-V

hair spa toured through 10 large German cities. The offered not only information about the latest Pantene hair care products, but at the same time exclusive hair care applications by professionals - a one-of-a-kind service. This link between product and services enthused customers and created relevance for editorial reports.

Pop-Up Store = tons of clippings?



Fabulous press value, tons of clippings - what company, what brand does not want that? But is it sufficient to simply set up a short-term pop-up store to lure consumers and inspire media about a brand and a product? Not really. PR needs stories and every story is always followed by dramaturgy. Whether it is a fairy tale, a Hollywood blockbuster, a love story or even a successful pop-up store, all the stories are subject to a composition principle. First, a story needs a beginning and an end. By its very nature, a pop-up store already has these. Furthermore, it needs a hero of some kind. This could e.g. be a product: Sometimes a product does fine on its own and suddenly becomes e.g. a cult sneaker that every trend-setter has to have. There are also products that the whole world wants, such as the iPhone. Its new versions regularly attract masses and ensure long lines in front of Apple stores.

These are, however, exceptions. Usually, an idea is required to position a product in the relevant set of consumers and media. And now we are again at the dramaturgy: We need a hero, e.g. a particular product or a brand. The hero receives a task, e.g. to enthuse consumers and media and attract them. In order to fulfill this, obstacles must be overcome, such as the exclusive virtuality of a brand or the lack of emotionality of the buying experience or simply the absence of news. This is exactly where the pop-store can be implemented.

What does a pop-up store need for success in PR communication?

Pop-up stores require a special pitch for editorial reporting, one that offers room for stories. How can this work? Let's take a product, e.g. ice cream. This ice cream is well-known, there are different varieties and it is readily available in retail. How can ice cream that only comes into contact with customers in supermarket freezers, create a bond with these customers? How can this obstacle be overcome? How can experiences be created? What if the ice cream brand invited its customers to design the ice cream themselves and give the designated varieties their own personal note? What if the customers were offered a space for four weeks during the summer where their creativity and their individual tastes knew no bounds? What if famous persons were also on-site to create their own ice cream and increase press interest and supplement the classic customer address with media attention? This would be a good idea! And this idea was implemented by Unilever in the summer of 2012 using the Magnum Infinity Lounge with huge success for the Magnum brand. The online portal Frontline experienced similar success. As a pure online portal, Frontline had no direct customer contact. This obstacle was overcome by opening a pop-up store for a limited time and turning the virtual shop into a real store. But not only that: Just like in the virtual world, the pop-up store was open 24 hours a day - that way the virtual world was carried over into the real world.

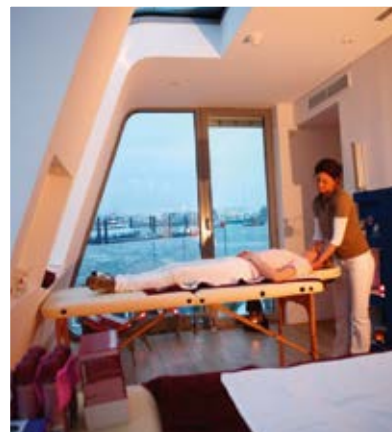
Aside from the pitch, a special and exclusive service not otherwise available in this form offers room for stories - like e.g. in the case of the Pantene Pro-V hair spas.



Pop-up stores as service tool for journalists

Purely service-oriented pop-up stores can be implemented for communication with journalists. Here, it is not the sales of products that is concerned, but rather e.g. the introduction of products in a special atmosphere.

In this way e.g. the introduction of a hair-removal product within the framework of a small temporary wellness temple for journalists can offer a particular added value for individual participants, offered exclusively for a selected group. The special experience also has a positive effect on the product. Where classic press conferences introducing products used to be well attended, today a truly special occasion is needed to get the most important target media to attend an event. The pressure of deadlines in editorial offices is steadily increasing, making it often difficult for journalists to visit a longer event. This is where a pop-up store can also be



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implemented as the perfect journalistic service tool. How? Journalists do not go to the event, the event comes to them. This was implemented e.g. for a large trade company that converted an old American bus to a Christmas bus in order to bundle all Christmas articles and introduce them to journalists at their editorial offices. While enjoying coffee and cookies in a Christmas atmosphere, numerous journalists were reached - individually and within the bounds of their availability.

Storytelling is the magic word

What excited us even as children, helped us go to sleep at night is still one of the most important tools to inspire excitement - no matter what age. The story contents changes. The stories themselves remain fundamental. Whether pop-up stores, temporary hotels, restaurants only for sweets, street art as short-term art form, the interim use of free space in cities - all that tells stories, creates experiences that move, surprise, excite and enthuse people. And all that can be used by brands and companies to bind customers, sharpen their image, encourage communication and ultimately successfully sell products and services.



What's
your story?