

WHY THE POP-UP SHOP IS REVOLUTIONIZING RETAIL

Retailers face huge challenges...

- Competition is fierce.
- Space is expensive.
- Margins are decreasing.

...while customers grow more informed, entitled, and demanding.

Solution: Transform the retail transaction into a customer adventure—Pop-Up or Perish!

Pop-up is on the rise. **75%** of industry insiders see pop-up retail increasing in the next 5 years.¹



Your shopper requires stimulating interaction.

She gets that in part from social media. 55% of shoppers share their purchases on social networks.⁶

Pop-up retail balances the equation. More than 90% of sales still take place in physical locations.⁷

Integrated Pop-Up Will...

- Win New Customers
- Gather Data
- Articulate Your Brand
- Build Buzz
- Heighten Interaction

Pop-up should be part of the overall marketing mix. Integrating pop-up enhances and strengthens other disciplines.

Pop-up is a chance to work in real time to...

Explore Reinvent Reinvigorate

Pop-up is lean retail. Tech-inspired, start-up powered opportunity to "fail fast"

Test Learn Adjust Measure

...to discover quickly what works.

Shoppers want fulfilling experiences, and seek monetary and emotional value. They want to connect.

Pop-up makes it happen.

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SOCIAL MEDIA + POP-UP = **DYNAMIC RETAIL**

Mega Interaction

The pop-up shop that replicates the real-time connection of social media becomes a powerful, actionable moment that a shopper can discover, share, and own.

Seven Pop-Up Musts That Put the Action in Transaction

- Be temporary.
- Be intimate.
- Be sensory.
- Be social.
- Be exclusive.
- Be unexpected.
- Be specialized.

How to Pop-Up: 4 Easy Steps

- 1 Understand Your Brand
- 2 Establish Clear Objectives
- 3 Determine Your Target Audience
- 4 Plan Strategically & Sweat the Details

1 Retailwire.com | 2 Specialty Retail Report | 3 CoStar | 4 In-store Marketing Institute | 5 Adweek | 6 Dr4Ward/What Is Social Currency and How Does It Effect Social Commerce | 7 Forrester Research