

**DO NOT MISS**

**Pop up store – upcoming retail:**  
pop-up stores, commercial  
events, concept stores...what are  
the best physical solution for  
ecommerce?  
Thursday November 19, 11:30  
Oxford room

## Pop-up stores

OUR PARTNERS' VOICE



# Pop-ups top brand growth

A report produced by IFLS for MAPIC looks at the reason for pop-up growth and how brands can achieve the most from temporary stores. IFLS director of studies Sylvie Guingois explains



The Grand Playground pop-up store in Paris



The Tiger of Sweden pop-up store in Galeries Lafayette on Boulevard Haussmann in Paris

**B**ETWEEN a street marketing operation and a new physical retail format, pop-up stores appeal to brands, retailers and pure players alike. All are now relying on the new format of agile retail that helps build relationships with consumers and is an increasingly common sight in city centres, shopping centres, transport hubs (stations, airports, etc) and tourist resorts. Wherever they emerge, pop-up formats create an event and add a fresh element to the retail experience, which is likely to attract shoppers in search of new and original offers.

As more and more people buy online, consumers are looking for original and fun shopping experiences when making the effort to travel for shopping into town centres or shopping destinations. Consumers particularly like to be surprised by pop-up stores during the daily commute, on vacation or while traveling. Another advantage of the format is that it suits brands in different scenarios, such as product launches, line extensions or testing new store concepts. More broadly, pop-up stores are very effective at strengthening brand awareness in synergy with media campaigns and online support. All operations related to pop-up stores also complement social networks, create physical brand representation and enhance events, such as sporting or cultural occasions.

**"Pop-up formats create an event and add a fresh element to the retail experience"**

Sylvie Guingois

To ensure the success of a pop-up operation, it is essential to respect the retail fundamentals. Retailers and brands must choose a location with high traffic in line with consumer targets. The site also needs to be in line with the brand DNA, while fitting the criteria for account size, duration, on-site staffing, the volume of samples for sale and the number of activities offered. In addition, the pop-up must provide an immediate and easy way to be relayed through social media and networks (for example, quizzes, space for selfies, workshops, etc).

It is also a good idea to incorporate digital tools, so that shoppers can comment, share, try products or register via Facebook, Twitter, online ordering, product customisation, contests, etc. By creating pop-up stores online, the brand becomes multi-channel, which means for the consumer that the link is made between the two.

Many pop-up stores are non-commercial. Removing the retail portion, they become solely communication media. For commercial operations, selling locally is an important dimension. Such a purchase is more involving for the consumer in relation to the brand than simple sample distribution. And greater involvement with the brand means that the consumer is more likely to become a brand ambassador on the social networks.

### Pop-Up Stores, The New Star Of The Retail Format

was published by IFLS in July 2015, available in French only. The IFLS/MAPIC study examines the pop-up store phenomenon in Europe, analyses the elements to consider when creating a pop-up format and considers the benefits of such retail platforms

**DO NOT MISS**

**Official presentation of the IFLS / MAPIC survey** during the conference

"Upcoming retail : pop-up stores, commercial events, concept stores...what is the best physical solutions?"  
Thursday November 19, 11:00  
Oxford room