

DIFFUSION OF THE POP UP STORE

The success of the pop up store is the communication and its promotion. Nowadays the trend is to integrate off-line and on-line, to strengthen the brand relationship and the customers in order to increase the visibility and the brand awareness.

The most challenging element for the retail now is to integrate the "web presence" with the physical presence, in a sales point, even if it is a temporary space. We have already written about brands only appearing online, achieving pop up store, just to be incarnated in a physical space, to meet and loyalize new customers. The pop up store is a hybrid communication and retail tool, thence it takes this challenge. To "integrate communication" for a pop up store, it means to catch the target customer, but above all also have a follow-up of the event. A website, Facebook, or an online competition made on measure, allow the pop up store to live again beyond its opening, its duration and rest in touch with its members. Another success factor for a temporary or pop up store is represented by a media partner. The "Pandora look factory" case history contains these successful elements.

"PANDORA LOOK FACTORY" Case history

Pandora jewellery, the Danish brand, is developing a retail chain of single brand stores and corners throughout Italy, by a tour during latest April, reaching Milan, Genoa and Naples. A roadshow in the sign of the travelling pop up format. The initiative completes the "Ring Fashion Stylist", with numerous online and offline activities, designed to interest women on National territory: four weeks devoted to express their unique style inspired by four styles of the brand. An online competition, which was held from April 5 to May 2, with the opportunity to post online the own interpretation of the weekly theme connecting to the mini-site www.pandorafashionringsstylist.it. The competitors were asked to create a perfect look, by a selfie or uploading an image, select the combination of four favorite PANDORA rings, give a title and post everything. The competition aimed to customize the relationship between customers and the brand. Another success factor is the cooperation with the magazine Tu Style, with readers, under thirty, and contains many advertising references. The system is a pop up store thought for a tour. Each phase has seen a "testimonial" of the brand, which performs the Pandora jewelry: a workshop with the possibility to wear products, take advice interchanging rings, necklaces and charms. Strengthen point: the choice of a media partner and online integration, off line, and customization. A co-design program act to strengthen the brand awareness in Italy and gather feedback from consumers, with a positive impact on distribution. Corners, single brand stores, "wholesale" points. •

PANDORA

Per la tappa di Napoli, Piazza Dante, la struttura si trasforma | In the Naples tour near Piazza Dante, the structure changes

