

BRAND POP-UP FACILITATION

A Service Provided By
SAILING MARKETING INC



INTRODUCTION

As part of a holistic strategy to raising brand awareness in North America, pop-ups offer a unique opportunity for a brand to introduce itself to and engage with target consumers in a memorable way.

These temporary storefronts and/or experiential exhibits allow brands to show up where their consumers already are (at shopping malls, conventions, music festivals, sporting events, etc.) and make a lasting impression that broadcasts the brand's unique products, voice, and messaging. They also allow brands to test the waters in different neighborhoods and hotspots before committing to more permanent brick-and-mortar storefronts.

With a creative approach tailored specifically to your brand and its unique offerings, a pop-up can raise brand awareness in a way that converts directly to customer acquisition and sales.

PHASE I: LOCATION SCOUTING & COMPLIANCE

Location is paramount when it comes to pop-ups. Our first step in crafting a pop-up strategy for your brand is to identify prime locations where your target consumers are already showing up. From outdoor malls, boardwalks, and streets with high foot traffic, to curated festivals, fairs, and conventions that align with your brand's products and messaging, we'll pinpoint the best locations and events for your pop-up to appear, and facilitate the needed leases and permits.



PHASE 2: SPATIAL & MATERIAL DESIGN



Once we've identified the locations and/or events where your brand should be present, we'll get to work crafting your pop-up's unique physical and experiential design. This creative phase will take into consideration the unique products and services offered by your brand, in addition to important factors like budgetary allowances. This is an opportunity to craft an engaging experience that speaks specifically to your brand and its voice to ensure a lasting impact on consumers.

PHASE 3: PR & INFLUENCER BUZZ

Prior to and after the launch of your pop-up, we'll generate buzz around the brand via VIP closed-door parties and localized KOL seeding.

This may include:

- Brand partnership deals with influencers in which they promote the brand to their followers in an organic and authentic way while teasing the upcoming pop-up's launch.
- VIP rooftop parties featuring branded decor, merch, themed drinks, and free products given in exchange for promotion.
- A "sneak peek" VIP party that grants influencers access to the pop-up prior to its official opening, with free themed drinks, food, and products offered in exchange for promotion.
- Invitations for influencers to visit and post about the pop-up once it's up and running to continue generating buzz.



PHASE 4: GAMIFIED DATA CAPTURE & DTC CONVERSION



Factored into your pop-up's physical and experiential design will be strategic opportunities to capture consumer data and turn intrigued passersby into repeat customers. Once the pop-up is launched, these data capturing methods will get to work.

Methods of data capture may include:

- Custom photo booths that offer free photos/videos in exchange for email addresses or phone numbers.
- Tech-driven custom claw machines offering opportunities to win free products in exchange for email addresses or phone numbers.
- Interactive screens that offer product-centric quizzes and/or themed games in exchange for email addresses or phone numbers.

LOOKING AHEAD: THE CLOSED LOOP

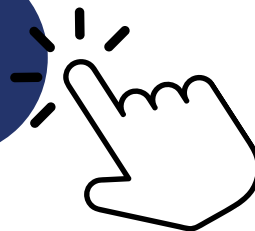
By marrying out-of-the-box creativity with strategic marketing tactics, a carefully curated pop-up has the potential to vastly expand brand awareness, generate sales, build customer trust, and turn intrigued passersby into evangelical consumers.



READY TO BUILD YOUR BRAND MOAT?

Visit **www.sailingmarketing.us** today to fill out a contact form and schedule your strategic fit call.

GET STARTED



 SAILING MARKETING INC

520 Broadway, Santa Monica, CA 90401
www.sailingmarketing.us