

# Pop-Up Store: How to Capture Consumers' Eyes

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## Abstract

**Nowadays, It's no longer an easy task to get consumer "stuck" to you. Brands need fresh elements that can catch consumers' eyes instantly, and pop-up stores are such a typical representative of the right time. In the era of new retail, pop-up stores are serving as a tool for online and offline communication, becoming the new favorite of brands. Therefore, this paper explores the functions of pop-up stores in the new retail context and the specific marketing strategies that brands want to use to attract consumers' attention.**

## Keywords

**Pop-up Store; Experiential Retail; Brand tonality.**

## 1. Introduction

Chanel opened a 12-day coffee shop selling beauty products; Ele. me united Netease News started a limited time of 4 days "mourning tea", following the "happy tea" heat; Tmall restarts childhood memories and opens "memory supermarket" offline; OPPO created an offline photo experience store OPPO Beauty Box in Beijing, Shanghai, guangzhou and shenzhen, becoming a gathering place for fashionistas... When the new retail concept swept the whole market, brands began to re-examine the power of the offline consumption scene, and pop-up stores, a new mode of marketing with brand tonality and traffic promotion, became the new favorite marketing form of brands.

Pop-up store, a new heat but not a strange form to retailing, Back in 2003, Russ Miller, founder of the marketing firm occupied, opened the world's first pop-up in New York City selling limited-edition Dr. Martens shoes. However, in the past two years, pop-up stores have been spreading rapidly in the domestic marketing field, and both big brands and start-up companies love them. Amazon also announced that it will launch pop-up stores in dozens of shopping centers across the United States in 2018 to showcase its smart home product Echo.

Pop-up brand stores are temporary stores that seek to offer customers more approachable access to brands and are usually open for only a couple of weeks. they aim to provide consumers with exciting brand experiences via a unique store concept, a pleasant store atmosphere, and by delivering hedonic shopping value[1].So this paper aims to explore how can pop-up store empower retailing experience.

## 2. Characteristics of Pop-Up Brand Store

According to the research report of RET, a commercial real estate service provider, pop-up stores in China started from 2012 to 2014, and officially entered a fast track in 2015, with an average compound annual growth rate of more than 100%[2]. It is estimated that there will be more than 3,000 pop-up stores in China in 2020. Pop-up stores have become a new favorite for brands to explore offline scenes and bring new consumer experiences. Pop-up stores are favored by countless brands, big and small, because of their unique advantages.

First, the new and unique store concept of pop-up stores is a powerful tool to attract consumers. The prosperity and development of the electricity changed consumer shopping habits, the loss traffic of offline became a retail entity of a big difficulty, and flash shop subversion of traditional design, shop decoration, and the characteristics of the time limit business can cause consumers to stop, at the same time of the conversation can provoke viral online word-of-mouth bringing exponential offline traffic growth.[1]

Second, pop-up stores bring new offline experiences to consumers [3]. For consumers, what is missing in the development of the retail industry so far is elements that can give consumers heart palpitations. Stereotypical store display brings aesthetic fatigue to consumers. On the other hand, while getting used to the convenience of shopping brought by e-commerce, consumers also begin to pay attention to the sensory experience and experience brought by offline consumption scenes. However, pop-up stores tend to have distinct themes, brand branding, and pay attention to the integration of entertainment elements, which can bring surprise consumption experience to consumers.

Third, compared with brick-and-mortar stores, the low rent cost of pop-up stores brings the brand with trial and error space and the possibility of testing the water in the market. According to relevant data, pop-up stores have a significant short lease period: 65% of them rent within 10 days, and 86% of them rent within a month. Brands can use the operating effect of short-term pop-up stores to judge consumers' preferences, determine store location and test the sales results of new products, which is an effective strategy for brands to reduce operating risks [4].

### 3. Pop-up Store Marketing Strategy

#### 3.1. Build Brand Tonality

In addition to test new products pop-up stores take more responsibility to convey the brand value to consumers. Therefore, when design the theme of pop-up stores, the enterprise should bear in the mind that pop-up store as a part of integrated marketing, should align with brand tonality. Zhihu recently launched a series of pop-up stores campaign: the "Don't Know clinic" in Beijing and Shanghai, providing inquiring service; cooperated with ele. me in "Knowledge Canteen", selling creative food such as "Drinkable Ink"; And Pizzahut teamed up to build "knowledge pizza place", can eat side while learning interesting knowledge. Apparently, Zhihu's series of pop-up store operations are all in strengthening Zhihu as a professional knowledge question and answer platform, strengthening Zhihu brand tonality in the eyes of consumers, to achieve the purpose of brand positioning is deeply rooted in the consumers mind.

#### 3.2. Rareness

Contrary to flagship stores, pop-up brand stores are only temporarily available in a given location, usually for a couple of weeks. Such sense of urgency evoke consumers' fascination with fleeting beauty. herefore, the operation period of the pop-up store should not exceed three months. On the premise of considering costs and benefits, the shorter the term of validity of the pop-up store, the more it can arouse consumers' desire for scarcity. Chanel coffee flash store limited time 12 days, ele. me united Netease News created "Sang Tea" store limited time 4 days, NEW BALANCE "247" convenience store limited time 6 days. In this era of rapid change and fragmentation of information, pop-up stores should create quick pleasure for consumers, so that brands can occupy a place in the minds of consumers.

#### 3.3. Make Surprise

Nowadays, it is no longer an easy task to get customers "stuck" to you, so what a brand needs is an element that can instantly catch consumers' eyes. Kotler also proposed it in 《Marketing Revolution 4.0》 : In an age of attention shortages and fragmented information, brands need to

be created "WOW moments" for consumers. Therefore, when designing the store image and theme of the pop-up store, brands need some unique ideas to bring refreshing sensory experience to consumers.

On September 23, 2017, Nestle coffee pop-up store invited famous Japanese designer Shuhei Aoyama. The pop-up store full of aesthetic has washed away consumers' stereotype of cheap instant coffee in the past and made the brand show a distinctive side. The transformation of the consumption scene experience not only stimulates consumers' desire for exploration, but also counteracts their boredom with the convergent shopping experience. Although the time of pop-up stores is very short, as a part of retailing marketing, what it leave behind not only consumers' wallets, but more loyalty and pleasant experience to consumers.

### 3.4. Create Sense of Participation For Consumers

In the era of digital connection, brands should shift their marketing focus to how to interact with consumers and respect the values of consumers as the theme, so that consumers can co-create value with brand, building emotional attachment with brands. Magnum , an ice cream brand born in Germany, has been committed to building pop-up stores full of consumer participation since 2013. Magnum pop-up store, with i attractive setting, reappeared the packaged ice cream that had been lying in the freezer of the supermarket in the form of naked embryo in front of the consumers, leaving the last "decision" o to the consumers. The brand provides more than ten kinds materials, consumers can choose the matching by themselves. Although this interactive way does not bring too much change to the taste, it allows consumers to participate in the ice cream making process, changes consumers' buying behavior, and greatly awakens consumers' sense of participation. As a "fashion" marketing model, pop-up stores can attract young consumers in need of a "sense of participation" by integrating fresh elements such as individuality and refreshing elements.

### 3.5. Closed-Loop

At the beginning development of pop-up stores, it rarely do early promotion, but bring unexpected surprises to consumers through the sudden emergence of pop-up stores, so as to spread word of mouth among consumers and expand the influence of brands and activities. However, the brand has been unwilling to become unknown until now. What the brand needs is to try its best to expand the momentum of the communication effect and enlarge the social value. Therefore, before the official opening of the pop-up store, the brand can grab the attention of users and attract consumers to experience offline by creating early topics. After consumers have physical experience offline, a new round of word-of-mouth publicity will once again lead to viral spread, which will expand momentum for the brand and eventually form a closed communication loop between online and offline to maximum brand voice.

## 4. Conclusion

With the development of the retail industry, it is no longer the era when e-commerce destroys traditional retail or traditional retail withstands the impact of e-commerce. The online and offline channels have reached the moment when they have to group together to win the favor of consumers and provide them with the ultimate experience. Emili Vesilind, an American writer specializing in retailing, once put it aptly: "pop-up stores are like physical web pop-ups." In other words, in the context of new retail, pop-up stores are serving as a tool for mutual drainage between online and offline platforms. If a brand wants to make use of this fleeting surprise to impact the market, it must have a more perfect market mechanism and brand operation logic to serve it and promote its development.

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