

The Power of the Pop-Up

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Event: Retail Marketing Conference

Date: 13th February 2020

Repositioning the relevance of bricks and mortar shopping through an interactive and experiential approach and leveraging a 360-degree communication platform to drive POP UP communication and engage audiences.

colart

- Repositioning the relevance of bricks and mortar shopping through an interactive and experiential approach.
- Leveraging a 360-degree communication platform to drive pop-up communication and engage audiences .
- Ensuring the relevance of this consumer touch point in the ever-growing OMNI channel retail.
- Being aware of trends and how they are affecting your customers' decision making and shopping behaviour.
- The importance of researching your pop-up's location and leveraging local retail expertise.
- Creating an activity programme to attract shoppers to your pop-up and maximise ROI.



Explore, Play, Create

The Power of the POP UP

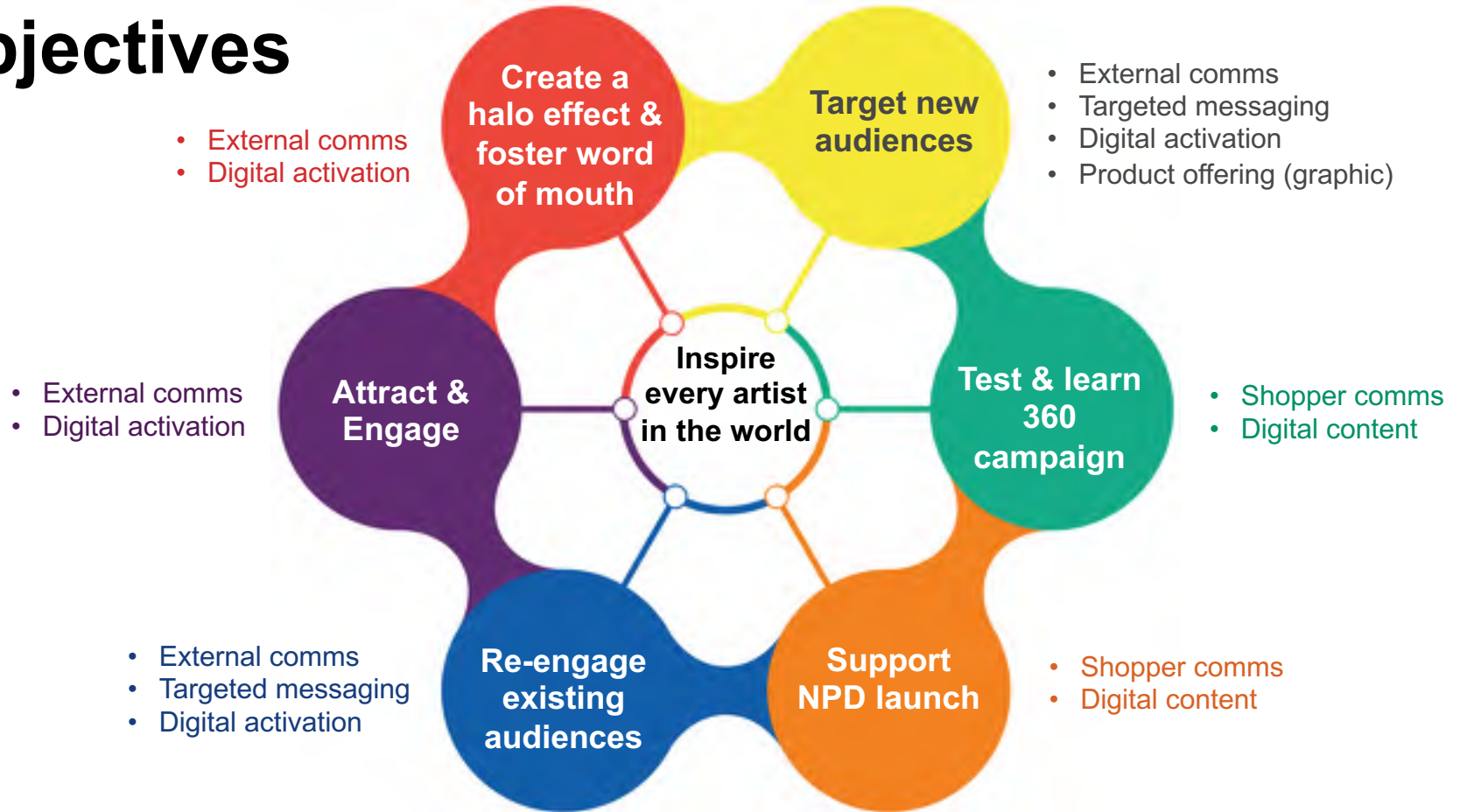
WINSOR & NEWTON A case study

Repositioning the relevance of Bricks and Mortar Shopping through an interactive and experiential approach

Leveraging a 360 communication platform to drive POP UP communication and engage audiences

Defining the relevance of this consumer touch point in the ever growing OMNI channel retail model

Objectives



The Shopper



The changing retail landscape



Trends

Having fun – Impulse, brand loyalty, gaming, reward behaviour

Gaming in store
see this year

Experiential
in store –
Samsung etc

AR

Online and
offline

Customisation



Some insights

We spoke to creatives in Birmingham and London in high traffic art supply areas.

Have you heard of W&N?

YES
60%

NO
40%



Predominately the younger cross section of the interviewees

Brand Perception

What people think...

“Not the cheapest option in the market”

“Very old and established. Ongoing. British as far as he is aware.”

“Good reputation. Held in high esteem”

“It’s always been there”

“High-end, if somebody was an oil painter I’d think they’d be using their products. Quality. Heritage – I know they’ve been around a long time. You get more for your money.”

“Good solid brand, good range for mid-beginner products”

“Well established prestigious”



What type of products do you associate with W&N?

What people think...

“Paints and pencils”

“Art equipment.
Fine art as opposed to graphic art”

“Art materials.
High quality, better known brand,
water colours”

“Paint,
paintbrushes,
sketchbooks”

“Artist materials.
Oils, paints,
everything an artist would use”



Do you follow art brands on social media?

What people think...

“Yes, competitions are interesting – including those requiring submission of pieces of artwork. Features of artists/illustrators”

“W&N’s social media is too ‘scientific’ – would be better to get artists featured on it”

“Music artists. It’s more personal and engaging”

“Inspiration in my field – not brands”

“More inclined to follow an artist rather than an art suppliers brand”



Cultural event or experience you have been involved or interested in?

What people think...

“No not recently.
I use SM to follow
activations”

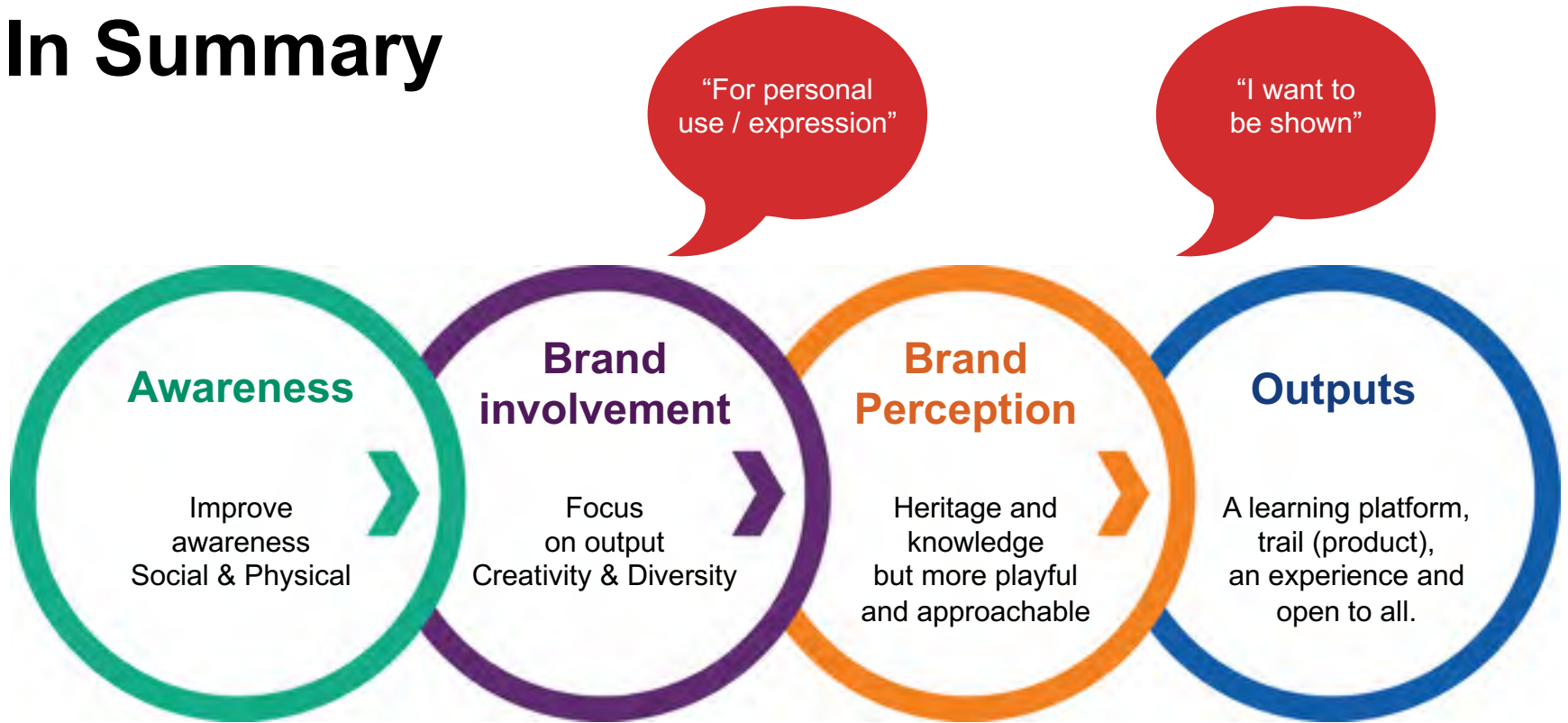
“Music festivals,
music concerts
and museums”

“Craft markets,
exhibitions, monthly
markets, pop-ups
and events”

“Music, Stand-up
comedy, Theatre
Markets, Christian and
science events”

“Exhibitions in
galleries, film
festivals, music
festivals”

In Summary



The Big Idea

“In order to capture the imaginations of would-be artists, we would like to foster a creative community in London, where everyone is personally invited by Winsor & Newton”

Raise awareness of the brand and focus products

Engage new audiences and re-establish old ones

Create a 360 communication platform

Emphasise the key values of the brand - Quality and Innovation

Encourage participation

Focus on the output and creativity of the product

Recap

Express your London

Based in the heart of Kings Cross in London, a White booth with stations for people to "Express Your London" on a blank postcard. Postcards can then be submitted for a chance to be featured on an exclusive pop-up Tate exhibition.

MECHANIC

The Artwork will be social, creative, playful.

During Participants submit their creations at the pop up booth. The top 100 entries are chosen by White.

Final Exhibition of postcards at Tate, spanning twice.

through social channels and discussing a book.

Marketing #YourLondon88



Activation Plan



- Positioning the two stacks (display) within the booth, facing the front display to the right side of the booth (display) facing left (display) positioned with the product range.
- Located on the left side of the booth (display) positioned to the right side of the booth (display) positioned to the right side of the booth (display) positioned to the right side of the booth (display).
- Large (display) positioned on the left side of the booth (display) positioned on the left side of the booth (display).

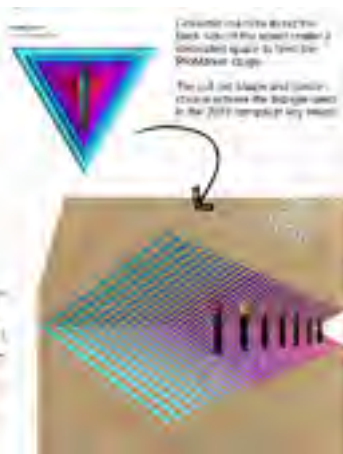


- This area (in the front) that houses the full set of computers for members of the public to order from and complete, there will be buttons for both Water Course and ProMarker.
- Surrounding the floor set (display) positioned on the left side of the booth (display).

Activation

ProMarker Range

The activation will consist of two main, with a focus on showcasing the new ProMarker range of products - the ProMarker and ProMarker. The two activations will be a series of live galleries in a variety of venues.



Exhibition will be a series of live galleries in a variety of venues. The activation will consist of two main, with a focus on showcasing the new ProMarker range of products - the ProMarker and ProMarker. The two activations will be a series of live galleries in a variety of venues.

Activation

Coal Drops Yard

Large (display) positioned in the heart of the city, with the activation, setting centrally against the facade. The two galleries will consist of the ProMarker and the ProMarker for the Water Course and the ProMarker. The galleries will be a series of live galleries in a variety of venues.



Interior space design proposal

Angled display units:



Partnerships



We are in
partnership
with:



Coal Drops
Yard
(CDY)



The House of Illustration Winter Fair
(HOI)



The Fine Art Collective
(TFAC)

Artist & Experiential Activation

Get bespoke wrapping paper for your purchases in store.



Play with Water Colour Paint and Promarkers



Co-Design Postcards with graphic artists.



Contribute to the live art piece created throughout the pop up.



Four days to explore, play and create

Day one

Launch event with graphic artist **Jake Steel**



TFAC students in store

Day two

Artist of the day
Sam Gare



20% off 2 products or more

TFAC students in store

Day three

HOI Winter Fair

Artist of the day
Alex Evans



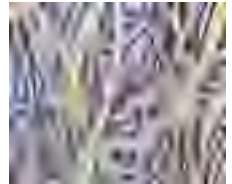
Exclusive gift wrap with **Andrew Carter**

Free gift with purchase

Day four

Exclusive gift wrap with **Michel Raz**

TFAC students in store



Always on:

Water Colour postcard. Graphic Design led postcard competition with Promarkers designed by TFAC artists. Artists to guide these experiences. Masterclass tutorials. Pin you comments wall. Daily promotions.

Products



Expressive colours. Endless possibilities.

From a summer night's sky to impressionist waters, be inspired to a more expressive colour palette with five of our limited-edition Professional Water Colours – back by popular demand and now available in our permanent range.

Aqua Green, Cobalt Green Deep, French Ultramarine Blue, Quinacridone Violet and Transparent Orange – each jewel-like colour has been carefully formulated with the purest pigments to provide unrivalled brilliance, transparency and lightfastness.

Expert colour. Endless possibilities.

www.winsornewton.com



Expert colour. Endless possibilities.

Our new Winsor & Newton Promarker is available with seven different nibs. Choose from fine, medium, broad and brush nibs. Each Promarker offers fine coverage and smooth blending with alcohol-based pigments. And with tough and steady ink, you will be drawing for hours.

Discover the endless potential of colour with the Winsor & Newton Promarker range.

www.winsornewton.com

Winsor & Newton Water Colours

Our Professional Water Colour range offers bright, vibrant colours and unrivalled performance. Known for their brilliance, permanence and strength of colour.

Winsor & Newton Promarker

boasts 160 colours from intensely vibrant to subtle pastels that are blend-friendly, malleable, alcohol-based, translucent ink.

Digital and PR activation



Communication Plan CDY & WN channels

OCTOBER NOVEMBER DECEMBER

1 2 3 4 1 2 3 4 1 2 3 4

Wk 3: Newsletter announcement & event info

Wk 4: Newsletter event reminder & programme details

Wk 1: Final call, reminder event info



Too early to post – both CDY and WN channels

Too early to post – both CDY and WN channels

Wk 1: Final call, reminder event info

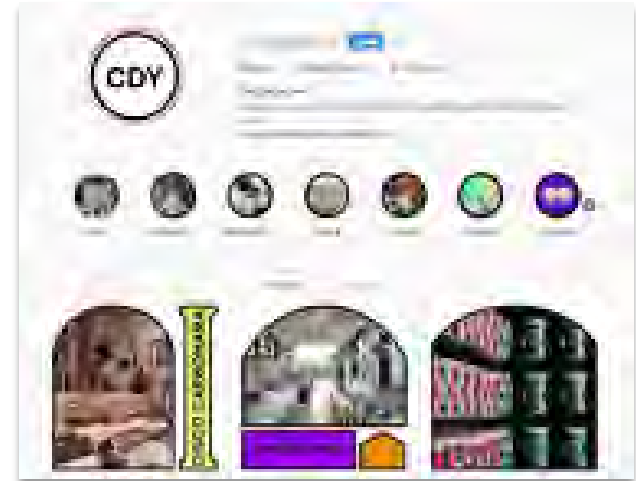
Wk 1&2: Dark post 3 WN + tourists

Wk 1&2: 'On next week' + 'On this week'

Wk 1&2: Dark post 3 WN + tourists

Wk 1&2: 'On next week' + 'On this week'

CDY Channels



CDY Website
Newsletter
Facebook
Instagram



Comms on W&N Channels

Newsletter



Mobile friendly



Link to Eventbrite RSVP page



322 RSVP's in 3 days

External comms on W&N channels – social media

Instagram



Reach: 2,773
Impressions: 2,858

Facebook



Reach: 193
Impressions: 200

Kings Cross channels – online

Website



317 page views

Mobile app



53 views on the app.
No offers redeemed.

External comms - CDY channels

Website



1,621 visits to 'what's on' page
260 visits to W&N event page

Instagram



876 impressions
760 reach

Facebook



222 reach
2 engagements

Partners - External Comms

House of Illustration Newsletter



21k emails sent out

TFAC Newsletter



6,880 emails sent out
1,245 emails opened
105 clicks

PR print

*Camden Journal, Islington Tribune
and West End Extra. print and online*



Combined
circulation of 80,797
and a readership in
excess of 170,000.



Kings Cross Magazine

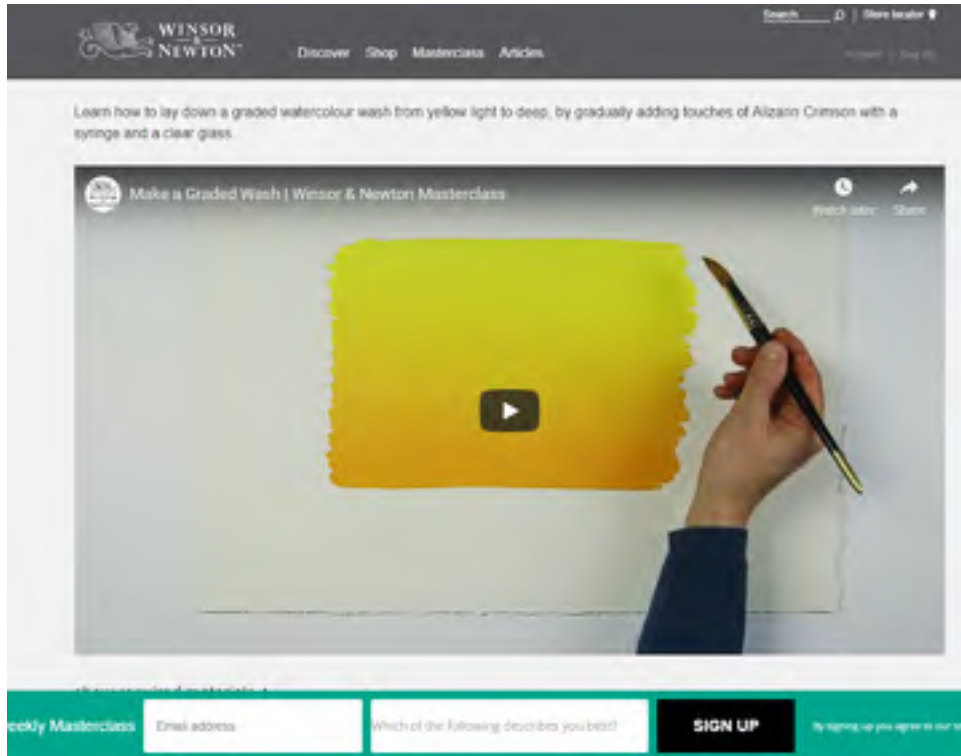


Circulation 30,000

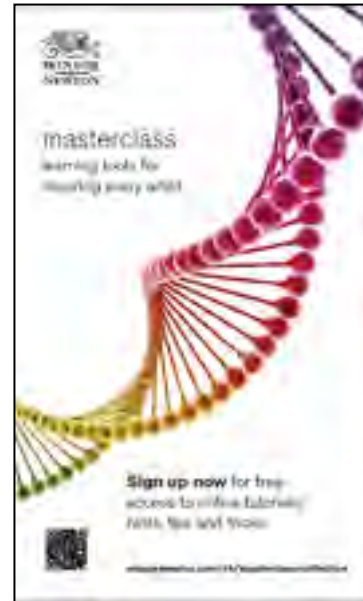


Tom Dixon
Even wanted to promote us!

W&N Masterclass Sign Up



+24% page views when compared to previous week



Eventbrite event page – online



572 tickets 'sold'

71% came from Winsor & Newton channels (through link in newsletter)

29% came from Eventbrite Channels (consumers searching for events on Eventbrite Page)

Summary for 18 Oct, 2019 - 15 Dec, 2019

Name	Quantity
Eventbrite Channels ⓘ	164
Organiser Channels ⓘ	408
Total	572

How do we know if it worked?



360 comms plan

Newsletter reach **W&N 40k**
Newsletter reach **HOI 21k**
Newsletter reach **TFAC 6k**



Dark post reach **W&N 193**
Impressions: 200
Dark post reach **CDY 222**
Impressions: 20

Dark post **W&N**
Reach: 2,773
Impressions: 2,858

IG story **CDY**
Reach: 760
Impressions: 876

Total traffic across four days
= **2,000 approx. (TBC)**

½ postcard activation=
500 postcards completed

Kings X Magazine 30k
UAL Bulletin 86k
HOI Comms 4k footfall
Camden Journal 30k

CDY website:
1,621 visits to 'what's on' page
260 visits to W&N event page

Kings X website:
317 page visits

+24% page views
vs. previous week

ROI
Total cost less sales and
potential paid media means it
paid for itself. Factoring in new
Shopper Engagement.

Customer feedback

Pin it Live Wall

What a cool way to connect with community from a brand we all love

Love you W+N !

Pop up more often, amazing idea

Amazing promarkers!

Absolutely amazing experience! New fan!

Fantastic, loved the happy vibe

Keep it up!

Loved the half postcards

Very inspiring pop up, driving for creativity

Please do more!

Fantastic space, can't wait to see more!

Super concept and amazing products

Key Insight:

Experiential Is key

Customers travelled from far and wide to play with product and meet the artists. Wrap was a huge success, original, added benefit and shoppers got involved. Half postcards as it engaged without being intimidating.

Product


Shopper expectation is either exclusivity / New or huge savings.

360 comms

Social media is great for those that use it but many didn't

Driving footfall

Eventbrite a big driver for attendance



“Let them
play”

Key initiatives to do again & roll out

Bespoke wrapping paper



Half completed postcards to populate



Eventbrite

To drive participation and footfall



Play with Product



Live art piece









THANK YOU

