

brands'n mind
— BERLIN —

DIGITAL IMPERATIVE. THE POP UP STAGE.

IDEA

POP UP STAGE FOR INNOVATIVE BRANDS

Operating a pop up stage, where brands show themselves in a trendsetting way.

Brands make a booking in the store temporarily

BENEFITS:

- Top location
- Temporarily e.g. as a testing in stationary retail trade
- Modern shop design – flexible and modular
- Equipped with digital media
- CI adapted, innovative, surprising and inspiring staging
- Showrooming, Events, exclusive brand- and product experience, analysis of customers

TARGET GROUPS

THESE TARGET GROUPS GET TOGETHER

- Innovative online and offline brands
- Innovative, trend- and brandminded people
- Design oriented customers, open-minded for innovation
- People interested in news about technology, lifestyle and fashion
- People who want to know, how it works
(e.g. „Moleskine Smart writing“)
role model: „Apple Genius Bar“

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SHARED EXPERIENCE

HOW DOES „brands'n mind“ BRING TOGETHER THESE TARGET GROUPS?

- Shared experience – meet ups, tech talk, tech blogger
- Storytelling at the POS – cross marketing, social media
- Wow-effect – innovative media and design
- Digital staging – makes „a new world every month“ and wow effect possible at all (surprise, inspiration, experience)

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LOCATION

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STAGING / PRESENTATION

- 160 square metres area
- Fancy shop concept
- Worlds of lifestyle are presented via large format displays and colourings
- Digital Media / exclusive partnership with Samsung
 - Large Format Displays
 - PC-monitors
 - Interactive touch displays
- Mobile terminals are used for presentations by the brands in the shop

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SERVICE AND SALES

- Operating hours monday to saturday 10 a.m. to 8 p.m.
- Well trained brands 'n mind owned specialists
- Innovative, technology and trend minded
- Product consultation and guidance
- Documentation of customers questions and needs
- Online customer informationen
- Online order / instore selling, if applicable

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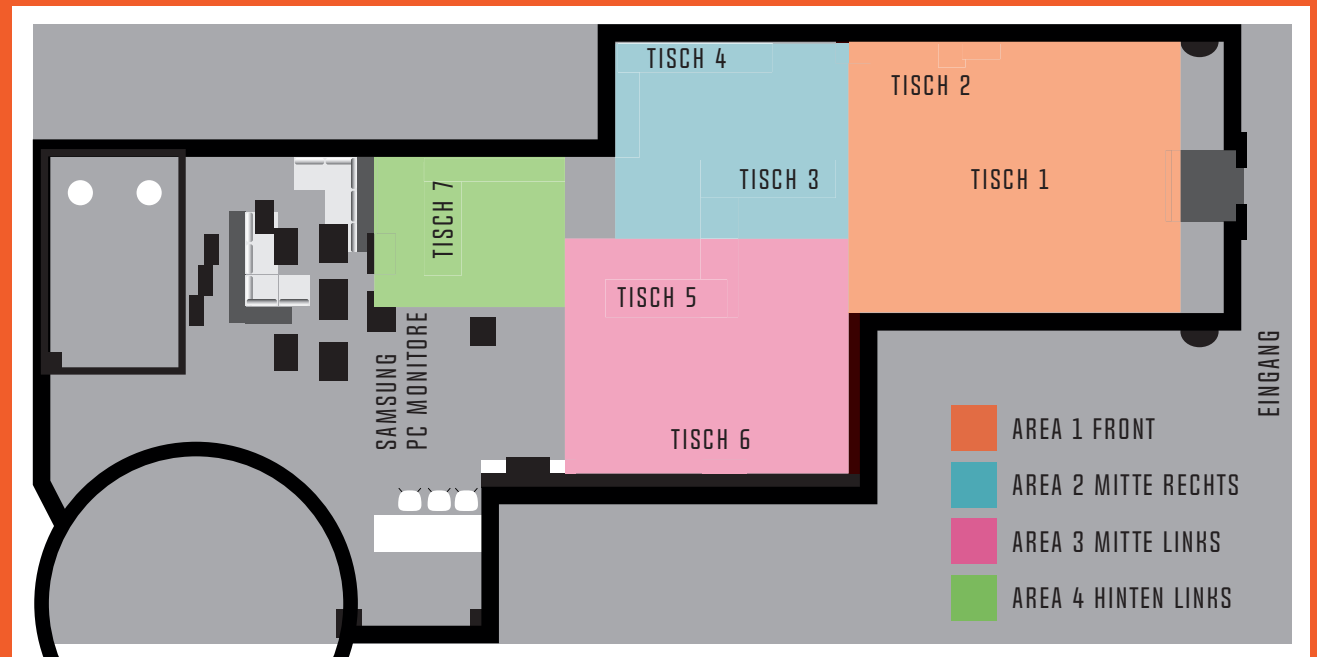
SERVICE

- Store will be equipped with high resolution 3D cameras and sensors. They observe, what customers try and how long they're engaged with it.
- Heatmaps, this means „brands 'n mind“ analyses, how many customers are in the shop at each minute, where they have gone and how long they have stayed there.
- Access to all data; live updates, how many customers were interested in which products and what the customers are looking for in the products
- Intensive Social Media communication out of the shop; this means each hour the specialist staff is posting social media posts on Instagram, Facebook and Twitter.
- Events or meetings during the presentation period, outside the opening hours are possible as well

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PRICE CONCEPT FOR BRAND PARTNERS

POSSIBILITIES FOR PRESENTATION





MARKETING ACTIVITIES

HOW ARE WE COMMUNICATING THE CONCEPT?

- Website
- Press releases
- Social Media: Facebook, Instagram, YouTube, LinkedIn, Twitter
- Blog
- Instore Events
- Out of home advertising in front of the store / „active“ store window

