

Retail: Branding and Pop-ups

HOW MANY BRANDS can you name just from seeing their logo or hearing tagline? Probably quite a few. This is because those brand have done a good job of branding. Companies also have increased sales when they have successful branding. Companies may also use pop-ups to increase sales. Because pop-up are temporary they create buzz and a sense of urgency to buy before the pop-up is gone.



Objective:



Describe retail branding and pop-ups.

Key Terms:



brand loyalty

brand recognition

branding

brick and mortar store

buzz

farmer's market

fashion promotion

logo

pop-up shop

promotion

renting

retail store

store design concept

tagline

target audience

web-only store

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RETAIL BRANDING

Branding is building product loyalty. **Brand loyalty** is a choice made by customers to repeatedly buy from the same company/brand. Branding can be created by having a distinct logo, a unique tagline and promotion. According to Lucid Press, revenue increased by 33% when companies present a consistent brand messages every time.

Tagline

A **tagline** is a distinct phrase often associated with a particular product or brand. Sears used the tagline *Come see the softer side of Sears*. Target is known for the tagline *Expect more. Pay less*. And Levi's *Quality never goes out of style*.

Logo

A **logo** is a symbol or design that represents a designer, brand or company. Not only does a logo need to be visually appealing, it should be placed on products, advertisements and promotional items. "People associate quality logos with brands, they take pride in having a famous monogram on their apparel, they identify their social circle with the kinds of clothes worn, bags carried, accessories used, etc., all of which carry that unique symbol of a famous brand" (110Designs, 2019).



FIGURE 1. A logo is a symbol or design that represents a designer, brand, or company.

Promotion

A **promotion** is furthering support to add value to a product or service. **Fashion promotion** is communication about a product, store, brand, or designer to a target audience meant to inform and persuade them to purchase. A **target audience** is the intended demographic for which a promotion is directed.

Benefits of Branding

When branding is successful a consumer will report feeling a sense of trust in a company's brand. It also builds brand recognition. **Brand recognition** is a customer's ability to identify a company based on specific characteristics. Branding can also attract new customers as well as future employees.

RETAIL POP-UPS

Retail pop-ups or pop-up shops have been occurring since the early 2000s. A **pop-up shop** is a short term, temporary retail store. A **retail store** is a business that sells products directly to consumers. They first appeared in the retail world when there were vacant stores available and companies wanted to connect with consumers in an inexpensive way. Renting the space for a day, week or month is much cheaper than for a year. **Renting** is paying for the use for a period of time. And much more temporary than buying which would result in owning the



FURTHER EXPLORATION...

ONLINE CONNECTION:

What Qualifies as a Successful Fashion Pop-Up Shop?

Want to learn more about what it takes to be considered a successful pop-up? There's more to a retail pop-up than just sales. Increased brand recognition and loyalty are important too. To learn more, access the video at <https://www.youtube.com/watch?v=SsvPeqb3SAY>

property. Building owners also liked renting to companies for pop-up as it brought in income rather than having a building sitting empty.

Companies use pop-ups for many different reasons. A business may use pop-up shops to promote a new line or test consumer reaction to new products. A pop-up can be used to try a new store design concept on a small scale. A **store design concept** is a proposed layout of a retail shop. Pop-up shops might offer consumers a chance to interact with a designer. They also can be used for seasonal purposes such as holidays like Christmas or Halloween or farmer's markets in the summer. A **farmer's market** is a temporary grocery store, usually located outside, in which vendors sell local products such as produce.

As web-only stores became popular, the idea to increase brand awareness through pop-ups emerged. A **web-only store** is a company that sells products solely through the internet, not in brick and mortar store fronts. A **brick and mortar store** is a business that has a physical building in which it sells goods. This allows the company to reach customers in-person so they have a better understanding of what the products are.

A pop-up can be open for a day to a couple months. Because it is a temporary store it often causes buzz since consumers need to act quickly before the shop closes for good. **Buzz** is the excitement associated with the launch or promotion of a product or service. By testing the amount of interest in both the location and the product, a company can make more informed decisions for the future.

Summary:



Now that you know more about branding, you will be able to identify even more companies by their logo or tagline. Did the promotions they used get your attention? During this lesson, you also learned about pop-up shops and how companies can use them to increase sales, brand awareness, and try out new store concepts and products.

Checking Your Knowledge:



1. What is branding?
2. How is branding created?

3. What is the difference between a logo and tagline?
4. What are the benefits of successful branding?
5. What are retail pop-ups and why are they used?

Expanding Your Knowledge:



Now that you know what pop-up shops are, how many can you identify in your neighborhood? Sometimes the pop-up will be in a strip mall or other building, but sometimes they are inside existing stores. Keep your eyes open especially around the December holiday time as many pop-ups appear then.

Web Links:



15 Creative Examples of Branded Pop-Up Shops

<https://blog.hubspot.com/marketing/creative-pop-up-events>

Pop-Up Shops 101: Everything You Need to Know to Try Temporary Retail

<https://www.shopify.com/blog/pop-up-shop>

What Is Branding and Why Is It Important for Your Business?

<https://www.brandingmag.com/2015/10/14/what-is-branding-and-why-is-it-important-for-your-business/>