

# Branded Entertainment

An examination of the relationship  
between branding, product placement,  
and the use of media in society.

# The Pop Up Shop



What is a pop up shop?

A short term retail location.



There are 2 kinds of pop up shops:



# Marketing Driven



# Merchandise Driven





Although the lines are blurring with “seasonal pop ups” (i.e., Burlington Coat Factory Select – winter coats only on a short term seasonal basis).



Why do a pop up shop?

- Create a buzz
- User Testing/Test Marketing
- Real World extension of an online presence

# Exercise #1:

## Wonderstruck by Taylor Swift



# Exercise #2:

## Pirates of the Caribbean





# Exercise #3:

## Cirque du Soleil



- Pop Up Shops are becoming a pervasive channel in the marketing mix.
- Flexible concept that is just beginning to flourish.
- For some brands, the ability to reach customers in a whole new way.
- #1 - Entertainment meets product
- #2 - Launch of a content product
- #3 - Promotion of an event