



POP-UP CANVAS GUIDEBOOK



WHY A POP-UP?

Since the advent of the internet, our lives have changed. Over the past decade, retailers have been fighting a dual battle, and they have been trying to create an innovative online presence while attempting to reinvent their physical spaces.

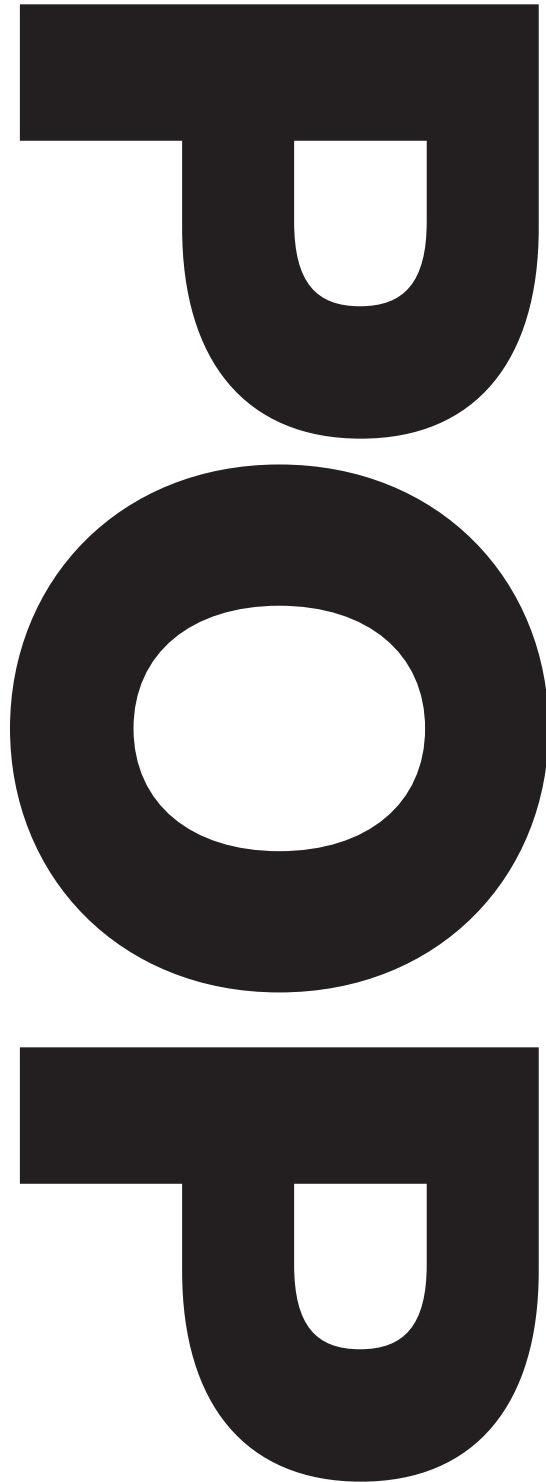
OVER AND OVER AGAIN.



The internet has provided customers with access to seemingly the whole world: endless options to shops while the developing of mobile technologies have allowed information to be at their fingertips, anytime and anywhere.

In this context pop-ups have become a flexible touchpoint where brands can meet consumer's expectations and needs.





GO-POPUP & YOU

We want to support you the right way along the process of creating a pop-up; it is essential to understand what you have in mind. It is during this step that our Pop-Up Canvas comes to handy: based on the Business Model Canvas, it is a step-by-step framework. It will help you to unpack and understand what you need to consider when launching a pop-up; and moreover it will also help you to have a clear overview. So you can carry out the project strategically and launch it successfully.

This Handbook will take you from insights and ideas to an overview of your pop-up. We will take you through all the steps you have to consider when launching an event.

**READY
TO DEFINE
YOUR POP-UP?**

ANALYSIS OF THE CONCEPT



STEP 1
Basic Needs



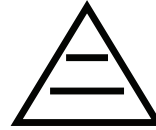
STEP 2
Inspiration



STEP 3
Emerging
Expectation



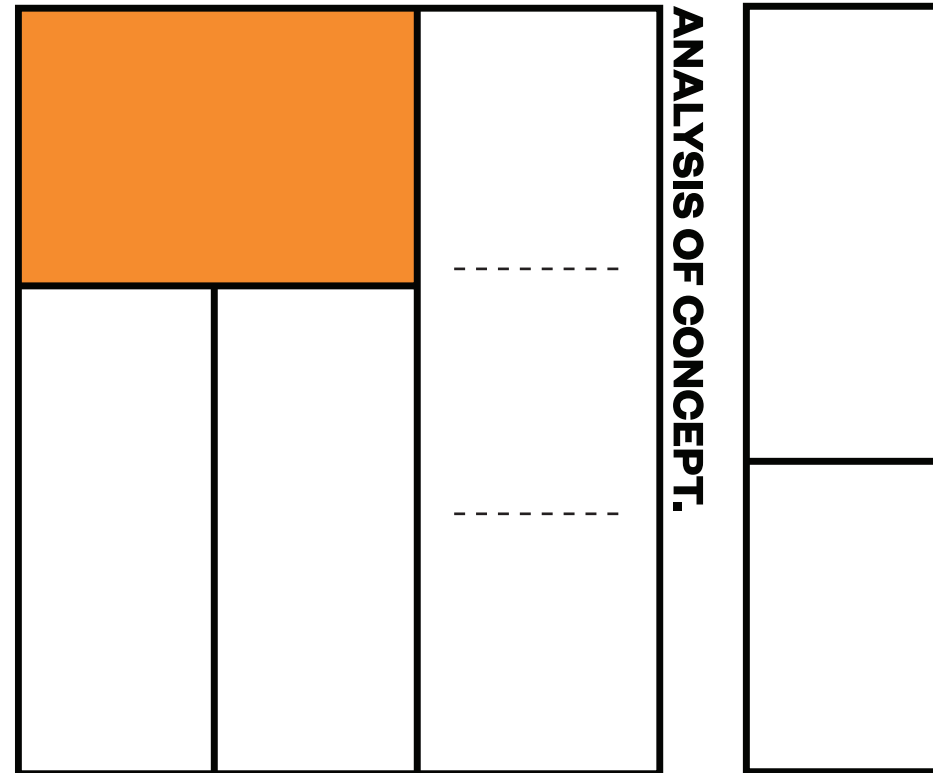
STEP 4
Objective Meets
Expectations



STEP 1 DRIVERS

Think about why your company wants to do a pop-up, which is the compelling need that is pushing for this to happen? Due to technological, societal and economical reasons, consumers face constant changes.

POP-UP CANVAS



STEP 2 INSPIRATION



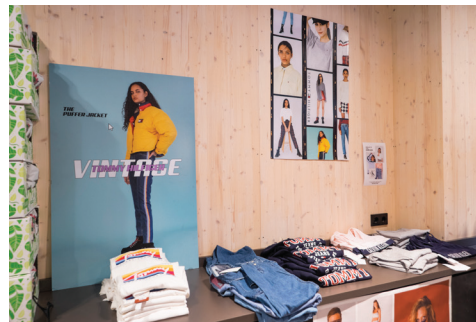
Choose a pop-up that has inspired you and unpack it. Think about: why has inspired you, what you liked about it, how it was done, how the pop-up was put together.



All pop-ups have been powered by Go—PopUp and you can also get inspired by some of the spaces we offer.

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		ANALYSIS OF CONCEPT.	



INSPIRATION

Step 3

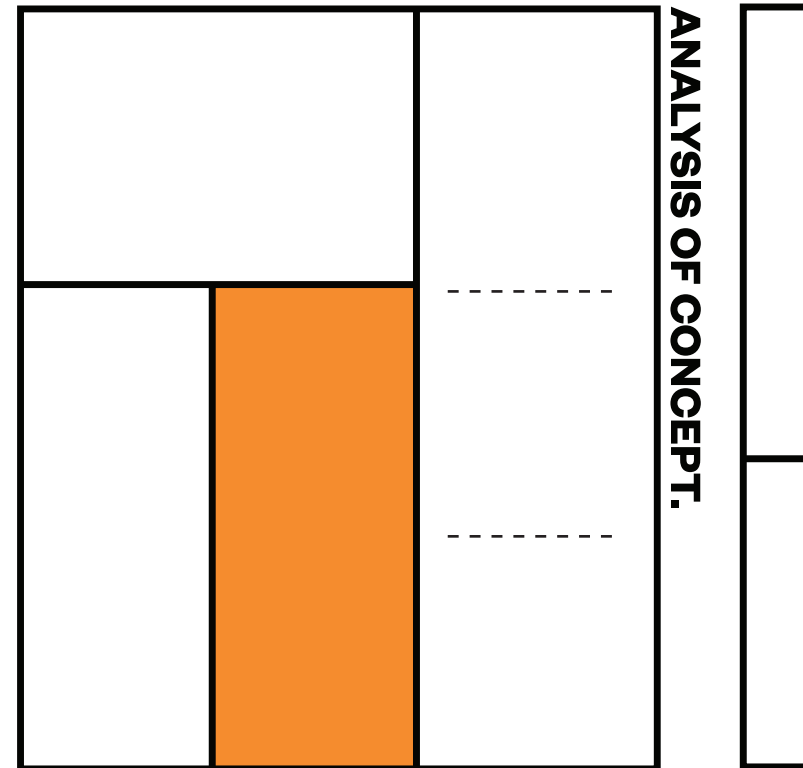
EMERGING EXPECTATIONS

Which are the emerging expectations of your customers?

Think about the context: analyse the shift in society, why is this pop-up relevant in the socio-cultural-technological context you want to launch it? Why not last year? Why not next year?



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STEP 4

OBJECTIVE

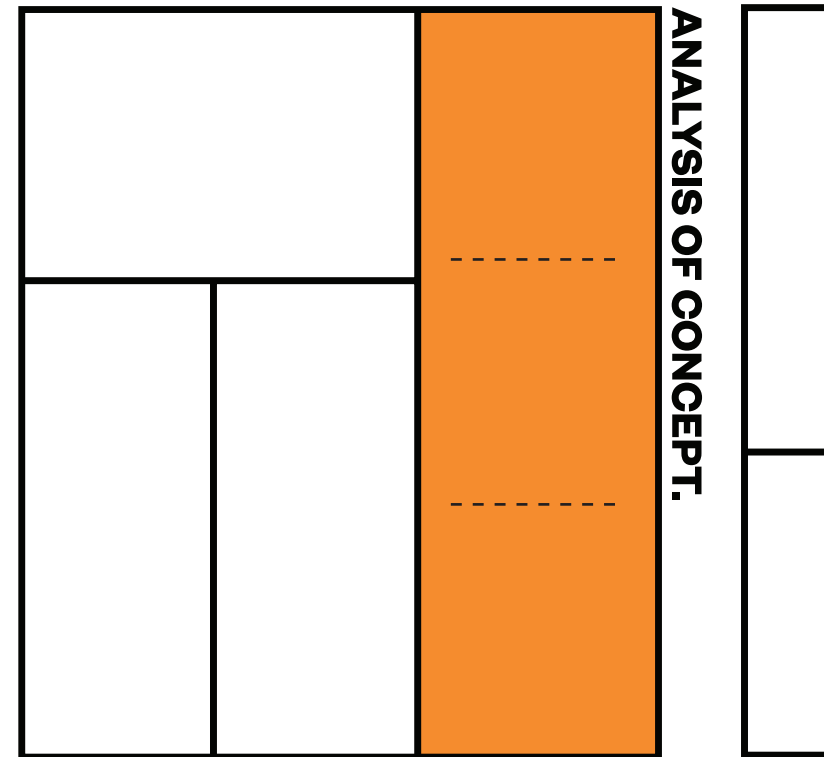
MEETS

EXPECTATIONS

What value will your pop-up create? Which will be your objectives based on consumer's expectations?



POP-UP CANVAS



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ANALYSIS OF THE BASIC NEEDS



STEP 1
Your Public



STEP 2
Costs



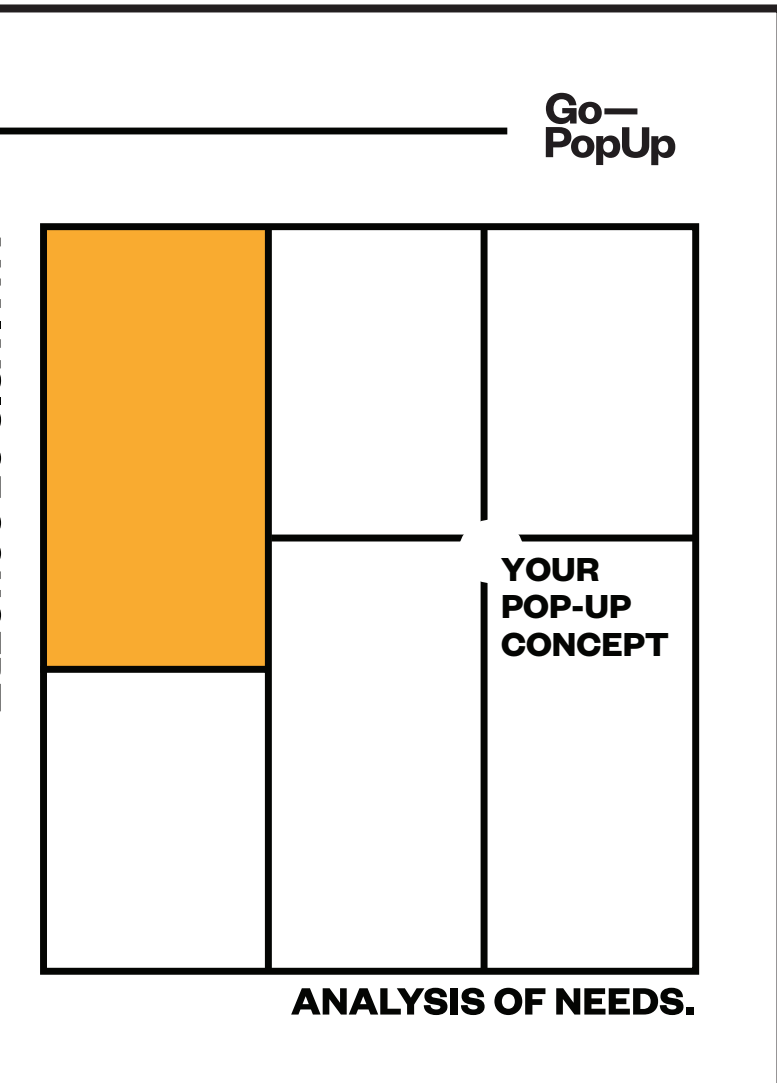
STEP 3
Venue



STEP 4
Key Partners



STEP 5
Key Resources



STEP 1 YOUR PUBLIC

Know who is your public, who you want to tackle, understand their characteristics: this will help you to level up with their expectations.

Go—
PopUpYOUR
POP-UP
CONCEPT

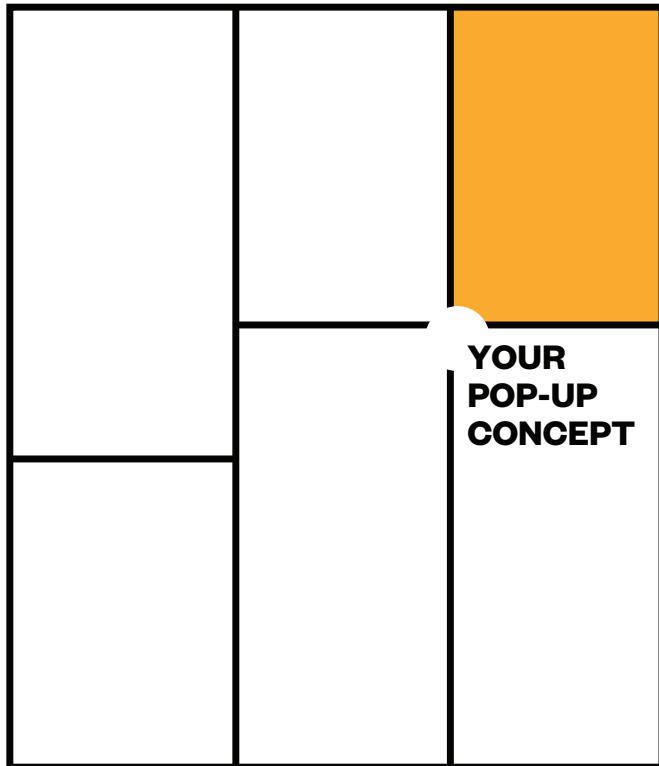
ANALYSIS OF NEEDS.

STEP 2

COSTS

Be sure you take into consideration all the costs involved, a misjudgement could be fatal for the project. Be sure you go back to the Key Resources to be sure you do not forget something.



**ANALYSIS OF NEEDS.**

STEP 3

VENUE



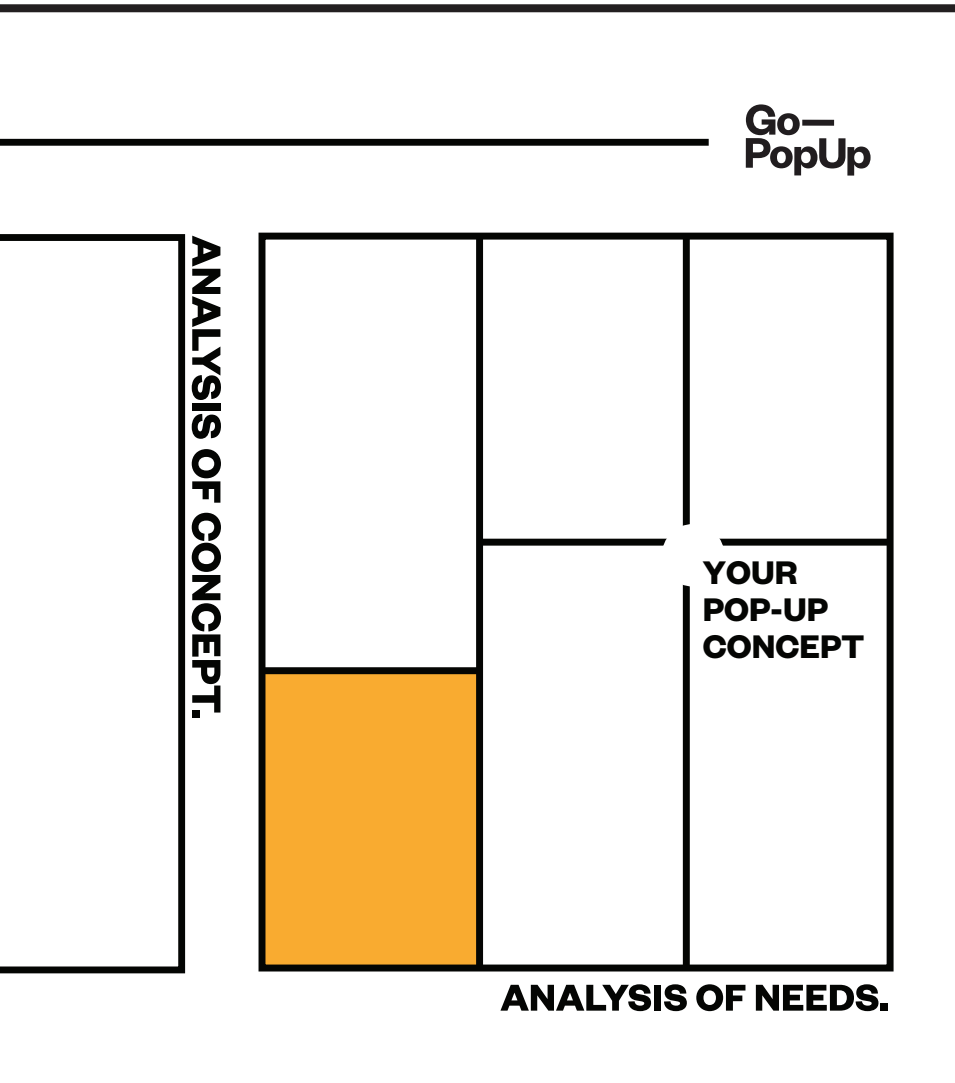
Choosing the venue/place is crucial for the success of your pop-up. Decide the right venue/place accordingly to the objectives of the pop-up, the idea or concept and public. Go back to the Key resources and be sure you do not forget something.

Go—
PopUpYOUR
POP-UP
CONCEPT**ANALYSIS OF NEEDS.**

STEP 4

KEY PARTNERS

Think about any person, entity or brand that could help and support the realisation of your pop-up. For example, launching the pop-up with another brand that complements your product can be a very successful partnership as it helps to share costs.



STEP 5 KEY RESOURCES

Without the right resources, you won't go far. Be specific about all the things you might need.



LAST STEP

POP-UP CONCEPT

Core concept of your pop-up. Give a name to your pop-up, think about something that consolidates all the insights you gathered based on the points you brainstormed. Find 3 to 5 adjectives that will describe the concept of your pop-up. These adjectives should represent the theme and idea of your pop-up and be your point of reference for future decisions.

In addition, if you have a clear idea of what your pop-up will be like, try to write down in a nutshell a description of your concept.

**Well done! You can now start creating
the bases for the next pop-up
using the canvas!**

A NOTE ABOUT THE LEAD TIME

The timing to carry out the project from concept to launch can be longer than what usually people anticipate. For example, you might desire a pop-up in a place that requires a permit, or a specific activity you would like to carry out involves particular security measures. All these steps, as well as finding the right space for you, require time. Generally speaking, if you come to us with a concept, we estimate it can take up to 6 months to launch the pop-up. Of course, it depends on the idea: a simple one can be managed in a shorter time. Still, if you have in mind a specific and more complex concept, developing it to make it an unforgettable experience for the customers, could take several months.

**Don't be discouraged, we know how to
make pop-ups happen!**

For more information
visit gopopup.com

POP-UP CANVAS

Go—
PopUp

DRIVERS Which is the compelling need that is pushing you to make a pop-up?		OBJECTIVE MEETS EXPECTATIONS What value will your pop-up create? ----- SHORT TERM OBJECTIVES ----- SHORT TERM OBJECTIVES
INSPIRATION What does inspire your company? What are other pop-up that have inspired you?	CONTEXT Why is a pop-up relevant now?	

ANALYSIS OF CONCEPT.

YOUR PUBLIC For whom are you creating this experience? What are they characteristic and expectations?	COSTS Which are the cost involved?	VENUE Which are the characteristics of the venue?
	KEY PARTNERS Who could be your key partners?	
KEY RESOURCES What key resources are essential to launch your pop-up?	YOUR POP-UP CONCEPT	

ANALYSIS OF NEEDS.