

# ***Research on Pop-up Stores from the Perspective of Visual Marketing***

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**Abstract:** With the acceleration of the pace of life, the attraction of traditional store marketing methods to customers is gradually weakening. Consumers need a new consumption experience model, and the flash business model came into being. This paper mainly refers to the basic theories of flash store and visual marketing when studying the differences between flash store visual marketing and conventional stores, and analyzes the actual performance of flash store visual marketing according to the corresponding brand cases. After the brand positioning is determined, the target customers are also described in detail. Combined with the relevant theories of the flash store, the defects in the design of the brand flash store are solved in practice, and some research results are obtained. This paper hopes to deepen consumers' understanding of flash stores through the study of flash stores, so as to promote the better development of flash stores.

**Keywords:** Pop-up stores, VMD Prada, flash stores

## **1. Introduction**

The advantage of the flash store is that it can make full use of the visual feast brought by the internal and external packaging, so it has attracted more attention. At present, many international first-line luxury brands have begun to set up flash stores in developed cities, because luxury brands are expected to help consumers accomplish status-seeking purposes [1]. Their attractive brands and "limited time" store, which intensifies the need to acquire the coveted luxury item as quickly as possible [2], sales have further promoted the title of "new retail format" of flash stores.

The brand must have a broad mass base, so that the flash store can give full play to the advantages of low-cost operation when operating. At the same time, the location of the flash store also needs some thinking. People can choose to set up the flash store in a location separated from the traditional commercial blocks. In addition, it is also necessary to arrange and design the opening time, location, creative sales scenario and creative product layout, so as to ensure that the brand and environment of the goods can fit each other, so as to play a good marketing effect. Therefore, the establishment of the flash store needs careful planning and careful planning, and needs a mature brand strategy.

When studying flash stores, people must know their advantages over conventional stores. People should be able to get to the creative points of the flash store and learn to find out the problems. To understand how the practice brand is perfectly integrated in the flash store and the actual store, it is

more important to understand the development trend of the flash store in the future. These are the main contents of this paper.

Based on the theory of visual marketing, the author has done some research on the difference between them in this paper, in order to provide some theoretical basis for brands who want to open flash stores. As the range of using flash becomes wider, the frequency increases. When consumers are unconsciously surrounded by flash stores, the development of flash stores will become more difficult. However, nowadays, big brands rely on their strong comprehensive strength to make flash stores more and more luxurious. What's more, they directly turn flash stores into exhibition halls that reflect their own strength. In fact, this practice is divorced from the essence of flash. However, people have not lost interest in flash stores. Second, the marketing environment set up by flash stores can not attract the majority of consumers. Consumers have a high need for uniqueness (NFU) -only an exclusive, limited product assortment has a stronger effect to attract them [3]. This paper analyzes the characteristics of flash stores, understands the unique needs of consumers, and establishes a perfect visual marketing strategy to answer the question of how to catch the attention of consumers. This can provide suggestions for small and medium-sized brands when choosing flash mode.

## **2. Theoretical Analysis on Visual Marketing of Pop-up Stores**

### **2.1. Concept and Classification of Pop-up Stores**

Pop-up store refers to a brand guerrilla store [4]. Pop-up brand stores are temporary stores that seek to offer customers more approachable access to luxury brands and are usually open for only a couple of weeks [5]. They make use of human curiosity and infatuation with fleeting things to create topics in this short period of time, raise awareness, and then disappear, just like a flash of lightning.

Compared with traditional stores, flash stores have the following three characteristics in addition to short time and free location:

- (1) The commodities on display may be on the market for the first time, or even the newly designed commodities have not been produced in a large scale (commodities are scarce);
- (2) Generally, it is not for the purpose of sales, and the key point is to publicize the brand, design and test the consumers and the market (topicality and flexibility);
- (3) The store is well designed, with unique creativity and strong visual impact (scene and brand personality).

### **2.2. Theoretical Research on Visual Marketing**

The essence of visual marketing is how to stimulate consumers' buying interest. Psychological theory shows that visual perception often has a direct impact on consumers' buying behavior. More than 80% of all the information people receive is received through vision, and the rest is the other four senses. Therefore, the appearance of the product is very important, which is also the core concept of visual marketing. Stimulating consumers' desire to buy through direct visual experience not only saves marketers' hype, but also has a better effect. To some extent, visual marketing not only affects sales, but also relates to brand building.

VMD is simplified from visual merchandising. VMD not only includes decoration and store product furnishings that are easy to understand in the traditional sense, but also includes some deep-seated things, such as enterprise philosophy. Therefore, this kind of marketing needs the cooperation of departments, not just the visit of commodities. In a broad sense, the environment and the overall performance of stores of commodities belong to a part of VMD.

### **3. Research on Visual Marketing Features of Pop-up Stores and Existing Problems**

Traditional physical retailers are under pressure from the old shopping model. Therefore, many retailers have begun to explore new development paths. Flash stores seize this good opportunity to enter the Chinese market under this background. Flash stores pay attention to the spirit of entertainment. At the same time, they can create unlimited surprises for the consumer public, which is undoubtedly a huge attraction for those consumers who like the new and hate the old. The general decline in sales in the industry, the gradual sharpening of competition, and the characteristics of flash stores with low input cost but outstanding characteristics and topics, and a wide range of related effects, make most retailers try to attract consumers by reducing the expansion pace of new stores. The flash store has a variety of functions. On the one hand, it can test the popularity of a brand in the new market and the popularity index of new products. On the other hand, it can promote the brand and carry out sales pilot in a new regional market without signing a long-term lease contract.

#### **3.1. Research on the Characteristics of Visual Marketing of Pop-up Stores**

Although the advantages of flash stores are obvious, there will also be some problems. First, although the timeliness and uncertainty of such stores are the most obvious advantages, which have greatly improved the level of impromptu consumption, they have also become the most obvious disadvantages of stores. Compared with conventional stores, AI said that flash stores cannot be opened for a long time due to time constraints, and are largely affected by site selection, weather and other factors. Second, some big brands tend to be more luxurious and exquisite when designing and decorating flash stores. Although the level of design of flash stores has been improved, the sense of surprise and affinity they once had have declined sharply. It was deemed failed to create a multi-sensory user experience, providing activities to support people's need for creative expression in terms of "making" [6].

In addition, the limitations of flash stores are inevitably exposed. Due to the limitations of space and time, it is impossible for flash stores to fully display their brand products, and only a small aspect can be displayed. Therefore, it is also a problem that it is difficult to avoid.

#### **3.2. The Flash Store has the Characteristics of Timeliness**

Compared with the creative design of the store, the appropriateness of the occasion selection is also very important. The long-term planning content should be formulated according to the specific needs of the store. Among them, in the face of commercialization, the bustling commercial center has become the main choice for the vast majority of flash stores. First, the corresponding store address of the brand should be determined in combination with the location of major consumer groups.

#### **3.3. There Is Flexibility and Diversity in the Opening Methods and Forms of Expression of Flash Stores**

The purpose of the flash store and the degree of satisfaction of consumers' needs should be taken as the reference basis to determine whether the flash store is a luxury form or a simple form. For example, when a brand chooses the address of a flash store, it mainly depends on the voting results of netizens. The author believes that this method can become a channel to determine the address of the flash store.

### **3.4. Alleviate the Limitations of the Product Display of the Flash Store Through the Combination of Online and Offline**

Take the sample display and virtual inventory center as the main functions of the online store, and the customer's test area as the main area of the test question flash store. Customers can understand and experience the products in the flash store, and purchase the goods through the network, so as to realize the direct connection between sellers and consumers.

## **4. Pop-up Store Marketing Designs and Practice**

On September 27, Prada food market opened in the center of Shanghai. It is understood that the market is located at No. 318, middle Urumqi Road, Xuhui District, Shanghai. However, this is not a new vegetable market built by Prada, but a transformation of the Wanghong vegetable market - Wuzhong market.

It is reported that the vegetable market covers an area of 2000 square meters, with a total of 50+ stalls. The first floor is mainly engaged in vegetables, fruits, seafood and flowers, and the second floor is mainly used for bean products and cooked food. It is known as the "Victoria Market" of magic city. In the reconstructed Prada vegetable market, the exterior wall of the building is wrapped with Prada's printing geometric patterns, which are the main products of Prada this autumn and winter, and the vegetable market stalls are also decorated with similar patterns. However, the most attractive thing is that everything you buy here will be wrapped with Prada packaging paper, and people who buy vegetables can get Prada hand printed packaging bags, which is indeed the cheapest Prada co-branded money.

With these pieces of wrapping paper alone, the middle Urumqi Road during the National Day holiday almost gathered online celebrities from all over Shanghai. They pretended to buy vegetables or posed for photos with exaggerated gestures in the vegetable market, but basically they did not really go to the kitchen, just to punch in on social media. In the way of experiential consumption, people pay more attention to the pleasure and self satisfaction obtained in the process of consumption [7]. From the perspective of ordinary onlookers, it seems that Prada is just pretending to be close to the people, but from the perspective of brand, it is a successful publicity campaign to pry social media hot spots with wrapping paper.

### **4.1. Design and Practice of Prada Wet Market**

#### **4.1.1 Design Concept**

The 2000 square meter store space is divided into two floors, with more than 50 stalls. The design object is functionally divided into several relatively independent and replaceable standard unit modules [8]. The first floor is mainly engaged in fresh fruits and vegetables and seafood meat. There are also beautiful flower shops, stalls with unified and exquisite small baskets for vegetables, farm restaurants selling bean products, semi mature products and small fresh wind on the second floor, large glass windows that can shine into the sun. In addition, it is located in the core area of the Hengfu historical and cultural area. There are large Wutong trees beside the road, which are exquisite.

This series of designs are all the main geometric pattern printing elements, so the appearance of the vegetable market is composed of large logo+ geometric figures. For example, the regional background showing food prices in the market is designed in the form of repeated arrangement with purple tone graphics, and green round windows are added for decoration. The stalls in the market are also decorated with geometric printing elements in a unified style. In addition, the food packaging also uses different color systems and different shapes of patterns as packaging paper. The

outer packaging of vegetables and fruits is designed with elements arranged in brown and yellow tones, and the copy "feelings like Prada" with black characters on a white background is particularly conspicuous. Most of the food is packaged in the form of packages with Prada geometric printing style wrapping paper, which has become a beautiful scenery in the vegetable market. Prada has brought advertising into the public's living space. This area can provide enough social space for visitors, so that they can precipitate and ferment the display content here, and spontaneously spread it in real time through the Internet and social software [9].

Compared with other luxury brands, Prada has focused on high-end restaurants and coffee shops. Prada has no hesitation in choosing a grounded vegetable market this time. This high contrast reverse marketing has also won two-way success in topics and traffic.

## 5. Conclusion

This paper is based on the knowledge of summarizing and describing the flash store and visual feeling. After comparing the flash store with the conventional store, it analyzes the characteristics of the visual design of the flash store, and sorts out the disadvantages and advantages of the flash store. Finally, this result was used to better show the flash shop of Prada vegetable market and give ideas and methods to implement the flash elements. Therefore, the following three experiences can be summarized:

(1) Scenario of brand life to tap potential consumers. At the moment of brand cross-border marketing blowout, the "high cold" brand design of luxury goods has long lost its freshness. Now more and more brands begin to pay attention to the extension of life scenes and carry out cross-border high contrast. Coffee shops, restaurants, gyms, food markets... Brands are becoming more and more "grounded" across the border, gradually entering the user's life, realizing the interaction between the brand and the audience, and drawing in the distance between each other, so as to expand the consumer group for the brand and tap more potential consumers.

(2) Cross border contrast marketing to attract "self coming" traffic. The commonness of failed marketing is that most of the marketing topics are too mediocre to have any communication value. What's more, people who do not use consumption to reinforce their differentiation from others may be inclined to purchase standard products [10]. So if you want to succeed in marketing, the first thing is that events can make people have a strong sense of contrast. On the basis of ensuring the brand characteristics, the "contrast marketing" of grounding is used to create a sense of conflict, so as to form a huge contrast between the grounding places such as the vegetable market and the gym and the nobility of luxury goods, meet the curiosity seeking psychology of young people, and make alternative and fresh luxury goods marketing more attractive to consumers.

(3) Continuous output of brand value, covering extended pattern. By covering the brand pattern, logo and even concept into the subtle daily life scenes of consumers, we can strengthen the public impression of the brand among consumers, so as to enhance the contact point with the public, continue to output the brand value and convey a more personalized and unique concept. At the same time, it has also imperceptibly deepened consumers' impression and favor of the brand and sought more recognition.

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