



immerse
creative brand solutions

POP-UP DESIGN, BUILD & EXECUTION.

THE NEED TO KNOW GUIDE



HOW DOES A GREAT BUILD COME TOGETHER

MANY FACTORS INFLUENCE THE SUCCESS OF AN EVENT POP-UP. BUILD PARAMETERS WILL DRIVE THE DESIGN. AS WILL THE REQUIRED FUNCTIONALITY. BUT WILL THE INSTALLATION WORK WELL AND LOOK GOOD ON THE GROUND?

We consider the approach to designing, building and erecting a number of different event pop-ups, each with their own set of challenges. We look at a range of issues:

- 'wow-factor'
- build innovation
- transport
- location environment
- ease of install
- power supply
- cost

IMMERSE
IS A BRAND EXPERIENCE AGENCY
FOCUSED ON DELIVERING HIGH CALIBRE WORK
WITHIN
EXPERIENTIAL
SHOPPER
AND DIGITAL



Mesh Installation - The Bullring Shopping Centre

THE WOW FACTOR

It's important to create a pop-up that stands out amongst all the other brands at an event - or if solus in a shopping centre, for example, that captures the imagination of the passing public and drives them to want to engage.

But the 'wow factor' can sometimes lead to build complications or costs that will take the project outside of budgets. So how can you ensure results that deliver?

Firstly, it's important to involve the workshop build team in the early stages of design - it's easy for the designer to show off their skills - but sometimes an understanding of real world challenges must be considered.

Secondly, the guys that look after production sourcing must be consulted - how many times have we seen 3d mock ups with beautiful furniture that can't be sourced because it only exists in the designers 3d assets toolbox!

And thirdly, manage client expectations with a budget agreed in advance that will place the necessary constraints on the development approach.



Movenpick - Taste of London

BUILD INNOVATION

Every pop-up should be bespoke and challenge the look and feel of competitor builds. But consider dedicating enough space for consumer engagement - it's no good designing a stand to attract the public if there is insufficient area to talk to them.

And in today's fast-paced world consumers will often look to engage with brands offering technological mechanics (such as Holo-Lens) to converse with their audience - but again innovation has to be constrained by the here and now.



Vivid - Summer Festivals

TRANSPORT

Transport is not just a cost consideration - but its important still to compare contracting a haulier and an artic (or two!) to using your build agency's in-house transport.

Using large vehicles like arctics can create logistical nightmares on site and have an impact on crew requirements and build times. Large vehicles often can't unload close to the event space which means moving all the equipment and materials some distance before the build can begin - and post de-rig for the return journey as well! In addition, if heavy loads need to be taken from the vehicle then both the cost of using the festival forklift and the build time lost waiting for it to arrive (thats always quite a while!) need to be considered.



Vivid - Summer Festivals

LOCATION ENVIRONMENT

The build environment needs to be considered early in the build process. Outdoor sites are always going to have uneven ground - especially at music festivals which are basically put up in fields! Site visits are a MUST to survey the ground and suitable flooring needs to be sourced.

Weatherproofing must be contemplated at the design stage. Internal floor coverings must stand up to potentially harsh wear and tear and be easy to keep clean and dry.



Zoopla - The ESTAS

EASE OF INSTALL

Keep it simple!

Knowing the industry inside secrets when it comes to builds means fit for purpose stands can be built at a lower cost for a higher quality. Over spec'ing a build element (such as walls, we call them flats!) leads to material wastage, increased logistical requirements and a longer build time.

Build time is the most important factor when looking to achieve a polished finish for any event build - there's never enough time anyway! This is particularly so for exhibition builds when a one to two day build is normally the maximum.



Sunglass Hut - London Fashion Week Festival

POWER SUPPLY

A maximum demand calculation needs to be used to assess the power requirement for the proposed design and build. If the venue can't supply enough amperage then additional power will be required using a portable generator (noisily and smelly) - or something in the desired design approach will have to give!

Because it's a big health and safety issue for venues, all electrical installations will need to be installed by a qualified electrician and all electrical equipment will need to be PAT tested - note not all electricians can actually conduct PAT testing.



Post Office - Christmas Smilers UK Roadshow

COST

Budgets are always going to curtail even the bravest creative mind. Budgets need to be established from the outset. Designers need to consult with the build team to make sure individual stand elements will fall within available cash limits.

To be sure, costs are a factor when considering all of the design and build aspects that we have looked at in this paper - its our #1 enemy!



immerse

creative brand solutions

ABOUT IMMERSE AGENCY

Immerse is a small but perfectly formed integrated creative agency specialising in experiential, social, digital, shopper and trade marketing. Being smaller means we're nimbler and more streamlined. We can react faster to your needs. And whatever the challenge, you'll find the Immerse team has a refreshing 'can-do' attitude. Most important of all, with Immerse you get [big agency experience at boutique agency costs](#).

You'll always have the attention of our most senior creatives, managers and strategists – all of whom enjoy working at the campaign coalface, making sure that everything is 'just right'. Experience has also taught us that the success of a big idea depends on the little things – and that's why the team's attention to detail is second to none.

Our single-minded focus is on building solid, long-term relationships with clients by delivering top quality work and high calibre results in the most cost-effective way possible.

[In short, great campaigns at reasonable rates.](#)

We hope this short introduction to pop-up builds has proved useful.
But please don't hesitate to contact us if you have any questions!

Contact Jon Carson

t: 07887 847057

e: jon.carson@immerse-agency.com

w: immerse-agency.com



immerse

creative brand solutions