HOW TO GENERATE TRAFFIC TO THE SWATCH POP-UP STORE?

swatch+

/sharingbox/

01.

THE
CHALLENGE

In 2017, Swatch opened a one month pop-up store in the Amsterdam Schiphol Airport.

Their challenge: the store was not ideally located, away from the airport's main hall. In this context, BE Agency approached us, looking for a way to let visitors know about Swatch's new retail location, and most importantly, attract foot traffic to the store.

RUN THE CHANCE TO WIN
A SWATCH WATCH

GO

swatch+

swatch+

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URMOVE

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02.

OUR
SOLUTION

We created a one-of-a-kind concept, which started by placing a sharingbox mini in a high foot traffic area of the airport. Passengers were able to take pictures and print them instantly.

On their picture printout, a unique 6-digit code was also printed. Users were then told to go over to the Swatch store, enter their code onto a touch screen and find out if they won one of the 15 watches and 450 suitcase tags that were given away during the activation.

UNIQUE CODE

Each printed picture had a unique code so passangers blabla.

03.

THE
RESULTS

The activation was a real success – 2 990 pictures were taken during the month, among which over 38% went to the Swatch store to check if they had a lucky number. Not only did this contribute in diverting a lot of the airport's main hall passengers to the shop, but over 180 picutres taken on the sharingbox were shared on social medias, amplifying the pop-up's online visibility.

+ **38%**
Conversion rate

+ **35 000+**
online impressions

+ **1 135**
Passengers went to the store as a results

+ **180**
social shares

+ **15**
watches given away

+ **2 990**
Pictures taken

/sharingbox/

CREATE.
CAPTURE.
AMPLIFY.

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