

## **POP-UP SHOPS AS A NEW KIND OF MARKETING CHANNELS**

Nowadays there are many different forms of marketing channels, but all the time it is more and more difficult to overcome the intense competition during the commodities bringing to consumers. Day by day it is more difficult to stimulate consumer activity by means of standard methods. That's why the most progressive producers turn to untraditional guerilla marketing that influences greatly on modern economy.

The guerilla marketing is a range of tools and instruments of product promotion that are different from generally accepted. The range of guerilla marketing methods is wide, but the most popular and actual instrument is pop-up shop.

The main characteristics of pop-up shops are:

- pop-up shops are open to be closed as soon as it possible, that makes the consumers to think “now or never” and that creates the effect of “the last day”;
- the consumers learn about the appearance of the pop-up shop shortly before the opening and the information is mostly spread by means of positive rumors by word of mouth;
- the preparation for the opening lasts not so long and the most stylish thing is to leave a little negligence in interior;
- all pop-up shops are affecting and emotional spectacle of retailing;
- the atmosphere in pop-up shops helps to create a friendly and kind relationships between client and brand, it is a channel of active communication;
- the costs for pop-up shop opening are nothing in comparison with total marketing effect.

The main aim is to make the maximum agiotage and to arouse the positive emotions of the clients that bring an intensive consumers traffic and high profit.

The pop-up shops also help the producers to examine the situation and conditions for making a decision of necessary of steady shop opening. So, the pop-up shop is the best way of testing the market, it is a kind of test marketing.

The theory of building the marketing channels now needs new and fresh approaches and the pop-up shops could help to experiment with the different ways of marketing channel building.