



Center for
RETAIL LEADERSHIP
Portland State University



Center for Retail Leadership

THE POP-UP EXPERIENCE



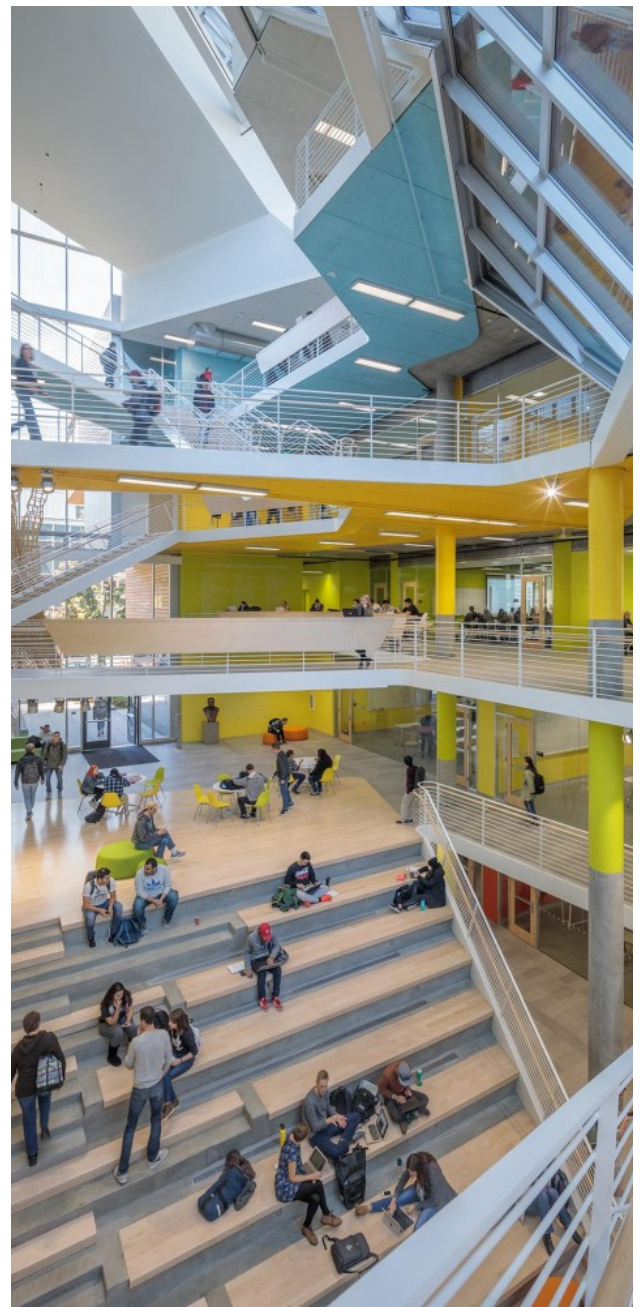
INTRODUCTION

What is the Pop-Up Program?

The Pop-Up experiment was launched by the Center for Retail leadership (CRL) in 2017. This program provides a platform for your brand to explore product development, messaging, and packaging with a diverse student consumer base.

Benefits of the Pop-Up Program?

Your brand will gain access to a diverse demographic, build awareness, and leverage faculty to gain consumer insights through research tools.



POP-UP PROGRAM MENU

Digital:

- Social Media Takeovers

Promote your brand story, products/services, and links to your online store to a nation-wide audience via our Facebook, Instagram, and LinkedIn pages.

- Website Placement

Utilize the center's website to host brand content, promote exclusive sales, and drive traffic to your online channels.

- Proving Room Zoom Chats

Engage in roundtable panels with students and industry professionals to raise awareness, while receiving constructive feedback on your brand and its products/services.

In-person:

- Retail Space

Immerse your brand in the heart of Portland State's campus by hosting in-person pop-ups, events, and community interactions to boost engagement.

- Consumer Research Lab

Conduct focus groups, interviews, and surveys to learn more about your ideal consumer and their thoughts on what your brand has to offer.

If interested reach out to:

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