

POP-UP LEASING



* According to independent research by CACI
(2014 peak survey)



Pop-Up Leasing

Pop-Up leasing allows your brand to sit within a one of a kind retail and leisure destination serving a catchment of 6.6 million people with £13 billion of available spend. With CACI statistics including the UK's highest retail and catering spend, dwell time, and conversion rates and an annual footfall of 27 million, Bluewater is the number one choice for your brand activation. Whether you wish to create an effective experiential campaign, brand awareness or a bespoke retail offer, a Bluewater pop-up can offer a unique and memorable experience.



Pop-Up Leasing

THE MALLS

Over 300 leading UK and international retailers and restaurants showcase their brands at Bluewater. Linking John Lewis, Marks and Spencer and House of Fraser are three two-level malls, each with a distinct offer, environment and experience of their own:

- The **Rose Gallery** is home to the leading names on the UK high street, including Topshop's 3,000m2 statement store, Disney, Forever 21, and River Island.
- **Thames Walk** provides a number of larger format stores, such as Boots, H&M, American Eagle Outfitters, Victoria's Secret, and a new, larger Next.
- The **Guildhall** is home to Bluewater's premium brands including Aspinall, White Stuff, Jo Malone, Ted Baker and Jack Wills and is akin to Regent Street and Covent Garden.



Pop-Up Leasing PRESS CUTTINGS

Science Museum experiments with pop-up store

Wednesday October 29th 2014

The Science Museum is to open its first-ever standalone pop-up store at the Bluewater shopping centre.

Situated on the Lower Thames Walk next to Reebok at the Land Securities operated centre, the 1,300 sq ft store will be open from the beginning of November until 31 December.



The pop-up will stock a range of gifts and merchandise. In addition, the store will offer an immersive experience for Bluewater visitors with demonstrations of experiments, robots and gadgets taking place daily in the store.

Visitors will also be able to test drive the new Anki Drive robot cars, walk alongside a new generation of robots, and participate in science experiments.

Sam Mason, commercial director of the Science Museum, said: "Hugely popular with families, innovative and committed to delivering an engaging experience, Bluewater is the perfect host for our debut pop-up store. We are creating an experience that will get visitors excited about science, as well as providing some truly original gifts for Christmas."

Russell Loveland, portfolio director at Land Securities, added: "This exclusive new store from the Science Museum is a great addition to Bluewater this Christmas. An original idea, its focus on entertaining and involving guests in the experience is a great complement to our own ethos."

Other new additions to Bluewater include the recently opened Steamer Trading Cookshop and Bill's Restaurant. White Stuff, Rockar-Hyundai and American Eagle will also be opening at the centre ahead of Christmas.

Volvo opens Bluewater pop-up to bring cars direct to shoppers

7 March 2014 | By Ben Cooper

Volvo has opened a temporary pop-up store at Bluewater in a bid to "take cars to buyers".

It will operate the store for four weeks in a 2,700 sq ft unit on the lower Gullihall of the centre in Kent.

Volvo says the store takes its inspiration from a cosy Swedish cabin design and will feature three car models inside the unit throughout the period.

Volvo Car UK managing director Nick Connor said: "Volvo is designed around the person. This is an experiment to extend that approach to how our cars are bought and sold. By going into a space like Bluewater, we hope to remove the traditional barriers between dealer and customer."

"This will allow shoppers to pop in and have a chat with our experts at their convenience, in a relaxed and accessible setting."

The move comes after the manufacturer unveiled a trial scheme at Mobile World Congress last week, Roam Delivery, in which Volvo owners can use a special app to have online orders delivered to their cars.

In 2012 Mini gained massive exposure when it opened a pop-up store at Westfield Stratford City ahead of the London Olympic Games. As part of the promotion, which ran for a year, it suspended a Mini car on the outside wall of the centre.

Volvo opens pop-up dealership at Bluewater

Published: 10 March 2014

Volvo Car UK has opened its first pop-up dealership in the UK at Bluewater.

The 2,700 sq ft store, situated on Bluewater's lower Gullihall adjacent to House of Fraser, Jack Wills and Tommy Hilfifer, is open for four weeks.

The pop-up provides Bluewater's guests with the opportunity to consult dealers in a cosy Swedish cabin setting, where there will be three models on display. Visitors can also arrange test drives at their local Volvo dealerships.

Nick Connor, managing director, Volvo Car UK, said: "Volvo is designed around the person. This is an experiment to extend that approach to how our cars are bought and sold. By going into a space like Bluewater, we hope to remove the traditional barriers between dealer and customer. This will allow shoppers to pop in and have a chat with our experts at their convenience, in a relaxed and accessible setting. We want to create an environment where shoppers feel comfortable browsing and asking questions."

Robert Goodman, Bluewater's general manager, added: "Volvo's choice of Bluewater for its first pop-up dealership is a reflection of Bluewater's dominance of its catchment, its high profile, its accessibility, and the average dwell time of three hours. These factors create the perfect environment for Volvo to bring its brand and products to life."

"More than that, however, Volvo's innovative pop-up dealership reflects our approach to brands to create statement stores, where the experience is as important as the merchandise. It adds something quite different to Bluewater - delivering something different for guests on even days."

Volvo's pop-up will be in situ during

The science of shopping

The Science Museum's first-ever standalone pop-up store in Kent is proving a unique gift shop.

The 1,300 sq ft store at Bluewater on the Lower Thames Walk, is offering daily demonstrations of experiments, robots and gadgets. Guests are also able to test-drive the new Anki Drive robot cars, walk alongside a new generation of robots and take part in the experiments themselves.

The pop-up store is also doing a roaring trade in seasonal gifts and merchandise.

Sam Mason of the Science Museum said: "We are creating an experience that will get visitors excited about science, as well as providing some truly original gifts."

The pop-up store closes on Wednesday, December 31. Visit www.bluewater.co.uk



Volvo pop up branch designed to reflect brand values

12th March 2014

Share

Swedish car brand Volvo is using a pop up cabin to bring its brand values to UK consumers

Swedish automotive brand Volvo has opened its first UK pop-up dealership, in the shape of a Swedish cabin located in the Bluewater centre in Kent. The 2,700 sq ft store is situated on the lower Gullihall, adjacent to House of Fraser, Jack Wills and Tommy Hilfifer. It will trade for four weeks.

Volvo has created the pop-up shop to take cars to potential buyers as they enjoy a day out at Bluewater, rather than waiting for people to visit dealerships. Experiential agency TRG Group designed the store.

A Volvo Car UK initiative, the pop-up lets guests consult dealers in a cosy, or as the Swedes say, 'mysig' Swedish cabin setting, complete with wood-burning stove. Three models are on display in the pop-up, the all new Volvo V40 Cross Country and V40 R-Design, and the new XC60. In addition, guests can arrange test drives at their local Volvo dealerships.

Volvo is aiming to reach female drivers with the pop-up, as recent figures show that female car ownership in the UK has increased by 70 per cent since 1994.

Volvo Car UK managing director Nick Connor says, "Volvo is designed around the person. This is an experiment to extend that approach to how our cars are bought and sold. By going into a space like Bluewater, we hope to remove the traditional barriers between dealer and customer. This will allow shoppers to pop in and have a chat with our experts at their convenience, in a relaxed and accessible setting. We want to create an environment where shoppers feel comfortable browsing and asking questions."

Bluewater general manager Robert Goodman, Bluewater's General Manager says, "Volvo's innovative pop-up dealership reflects our approach of working with brands to create statement stores, where the experience is as important as the design and merchandise. It adds something quite different to Bluewater, complementing perfectly our ethos of delivering something different for guests on every visit."

Volvo's pop-up will be in situ during March, before being taken to other locations around the country.

Showroom lounges for LG Electronics to provide product education

30th May 2014

No sales will take place at pop-up lounges



LG Electronics is opening pop-up experiential lounges at two UK shopping centres, Bluewater in Kent and WestQuay in Southampton, to showcase the viewing experience of its latest OLED and ULTRA HD 4K ranges of televisions. The lounges will perform only an educational and brand building purpose, with no retail sales taking place.

Retail marketing specialist NexusEngage was appointed to design and install the LG lounges, the first of their kind in the UK. Specialist staff will be on hand in the branches to help visitors to understand the new technology and experience the features it offers for their home entertainment systems.

Competitions will offer the chance for visitors to win prizes including holidays in Singapore, while those who buy a featured product from John Lewis stores in Bluewater or WestQuay can qualify for a free LG tablet from the LG Lounge.

"As we head into the summer months, there's a lot for the UK to be looking forward to, with a very exciting sporting line-up this year," says LG consumer electronics UK commercial director Andy Mackay. "The LG Lounge is a great way to make sure that people know how to get the best from 2014's entertainment."



Pop-Up Leasing

TESTIMONIALS

‘Hugely popular with families, innovative and committed to delivering an engaging experience, Bluewater is the perfect host for our debut pop-up store. We are creating an experience that will get visitors excited about science, as well as providing some truly original gifts for the season’.

**Sam Mason, Commercial Director,
The Science Museum**

‘Bluewater proved to be a great start for our run of Volvo pop up shops delivering over 1500 leads and test drive bookings and some really positive brand awareness. Positioning Volvo alongside other premium brands in a busy shopping environment encouraged those who would not usually visit a dealership to experience our cars and the relaxed Swedish environment conveyed a strong brand message as well as generating interest and sales’.

**Nikki Rooke, Head of Corporate Comms,
Volvo**



Pop-Up Leasing

TESTIMONIALS

‘We found working with the Bluewater team a very easy process from start to finish, they understood our needs and were always on hand to answer any questions that arose, trading from a pop up store enabled us to trial our new concept, strengthen our brand and in turn drive our company forward’.

**Charmain Botton, Managing Director,
Flutterbyes**

‘At Nexus Engage we value our relationships with Landlords and Shopping Malls as highly as our relationships with our customers, and Bluewater is no exception. Our partnership with both LG and Bluewater has been the highlight of our year and sales of their OLED and HD TV’s as a result of activation in this key location have been spectacular. Not only is Bluewater a great place to feature our brands for the best footfall, engagement and ROI, the centre team are also some of the best in the business and we always look forward to any interaction with Bluewater, physical or social’.

**Simon Ellson, CEO
Nexus Engage**



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