

Strategic Public Relations

Focused on public relations strategy within integrated marketing communications. Hosted by Kevin Dugan since July 2002.

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Tuesday, November 01, 2005

WIRED Magazine Sets Up Shop in SoHo



Nerds of New York, your time is now!

WIRED magazine just **announced** a temporary retail location in SoHo, New York. Their first-ever offline store will be open from November 18 until December 24 before closing – on purpose.

This deliberately unconventional approach is known as pop-up retail. Target, JC Penney and even consumer brands like Meow Mix and Crown Royal Whisky are hoping their pop-up stores cure the consumers' case of retail boredom and leave them wanting more.

Buzz Today, Gone Tomorrow *WIRED's* store will push the envelope, featuring 65 products, including an auction for a trip into space, worth \$102,000. "Customers will make purchases from kiosks around the store, and items will be shipped directly to their homes. In a further twist to the average shopping

experience, those who make purchases during the weekends will also receive free shuttle service to their next destination in *Wired* Volkswagens."

According to *WIRED* publisher, Drew Schutte, "Just as the magazine ushered in a new vision and voice for what's next, the *Wired* Store expands the boundaries of branded retail outlets."

Retailers use pop-up concepts to reach new markets, reinforce their brand and test concepts more cost-effectively. These experiences also yield a large return in marketing buzz that usually outlasts the concepts themselves.

The takeaway? Smart retailers are placing a greater emphasis on brand immersion and awareness than on purchase volume.

Pop-up experiences build consumer anticipation and buzz by making themselves exclusive and distinct. The challenge for any of *WIRED's* other stores will be continually evolving the model to keep the experience unique and the story fresh.

Check out the [WIRED Store site](#) for the latest.

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Strategic Public Relation's Kevin Dugan gives a quick cover of the upcoming debut of the *WIRED* Store to appear in SoHo, New York on November 18. The store, an upscale, retail experience open to the public from mid-November to Christmas Eve is descri... [\[Read More\]](#)

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Tracked on Tuesday, November 08, 2005 at 02:15 AM

» [WIRED Magazine Sets Up Shop in SoHo](#) from Gadgetism.org

[Source: Strategic Public Relations] quoted: Strategic Public Relation's Kevin Dugan gives a quick cover of the upcoming debut of the WIRED Store to appear in SoHo, New York on November 18. The store, an upscale, retail expe... [\[Read More\]](#)

Tracked on Tuesday, November 22, 2005 at 04:59 AM

Comments

Interesting concept, but one thing comes to mind: did those companies pay to be in the store, a somewhat pay for play concept?

Posted by: [Jeremy Pepper](#) | [Tuesday, November 01, 2005 at 06:56 PM](#)

I'm with ya, but Wired has more to lose than anyone. The strength of the brands in the store help the concept build buzz. I suspect Wired begged them to participate.

Then again, knowing publishers, they may have charged. Someone needs to visit the store and weigh in.

Posted by: [Kevin Dugan](#) | [Tuesday, November 01, 2005 at 07:29 PM](#)

Kevin,

This is a nice analysis of the Wired concept store. I've added it to Tuesday's "Much Ado About Marketing" blog (11/08).

As I noted in my reference post, it will be interesting to see the over-all impact concepts like "pop-up" retail have on brands like Wired. Is the buzz and short-term interest worth the investment or does it, in effect, contribute to the clutter of the marketplace and make the brand message all the more convoluted?

Please visit this topic again and I'll be sure to hit it again on "Much Ado ..."

Thanks,

Mike Bawden
Brand Central Station

Posted by: [Mike Bawden](#) | [Tuesday, November 08, 2005 at 12:35 AM](#)

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