



MONOCLE



MONOCLE POP-UP STORE

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No.77 Design Lab





Monocle pop up store Istanbul 03 POP UP STORES! Monocle pop up store, Istanbul

A 1. Set-up a Monocle Pop-up Taipei Facebook Fan-page

Set-up a Monocle Pop-up Taipei Facebook Fan-page and blog about all the products that be presented in the pop-up store, it will be a bilingual fanpage. Facebook fanpage will be the main part of the entire launch promotion, because many Taiwanese people are highly addicted to Facebook, and it shapes their shopping preferences. In order to have a successful fanpage, it requires a dedicated blogger to make post often, and also a budget to promote the page





- B** 2. Set-up event Fan-page for all official launch related events (if they are open to public)
3. Set-up an official website for the Monocle Pop-up Taipei.

A website is a home, it goes back to back with a Facebook Fan-page, they are a perfect team. (both in English and Chinese)



MONOCLE 24 PROGRAMME

**The Foreign Desk presents:
The state of the UN**

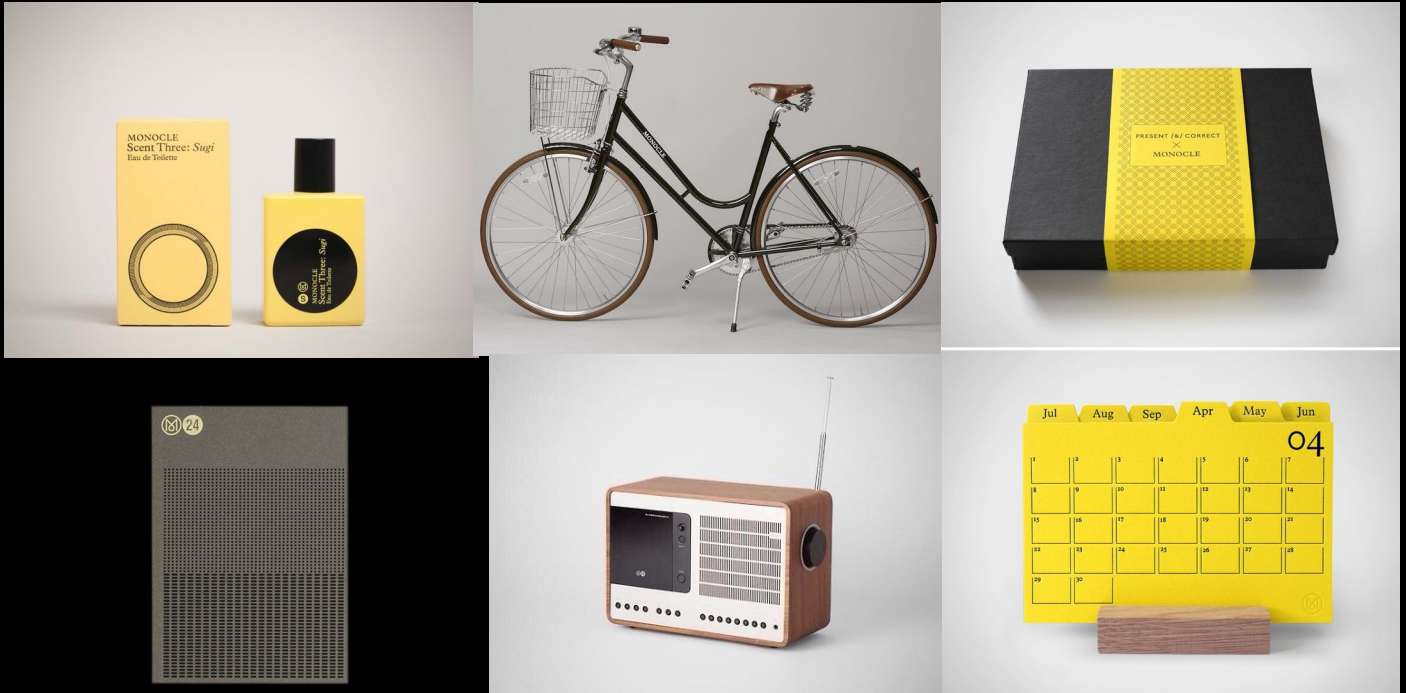
▶ Listen to the show from
Saturday 16 August at 12.00 UK time

The FOREIGN DESK

The Monocle Guide to Good Business | The Monocle Travel Guides | Artisanal Ice Cream | The Monocle Café — London

4. Set-up stand-alone landing pages and run advertisement and drive traffic to them.

The goal is to collect email list. So they will be informed about the official launch. Alternatively, we can set-up a landing page within the website; in this case, we will drive traffic to the website. In order to urge people to leave their correct email, perhaps host a drawing contest, maybe out of all, draw 3 people and give them official invitation for the launch party. Or offer 1~2 signed books.

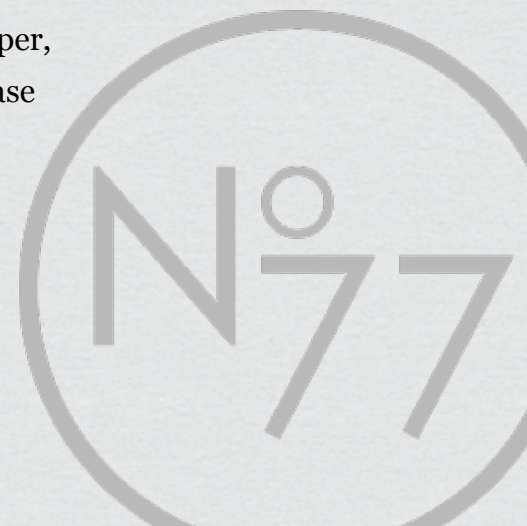


5. launch related event

For all launch related events, send invitations to the right people, namely influential people and taste makers in Taiwan, such as designers, chic store owners, and celebrities. Let them spread the message; it's about word of mouth promotion.

6. Contact

Contact all possible connections for media, magazine, newspaper, influential bloggers. Send them pre-written formal press release including photos about the launch and the store itself.





7. DJ

For all events, DJ to set the tone using music inspired by Paris fashion week shows. Have musicians sing live at events. Have the right photographer to take photos, right people to journalize the events.

8. Online Promotion

Find the right place to buy online AD banner space, such as design websites, lifestyle websites.

9. Offline Promotion

For office, besides traditional method such as AD in newspaper, we can create flyers and posters, distribute at place like museum, coffee shop and etc...

10. Reach Foreigners

Since Monocle is an English magazine, we also need to find ways to reach foreigners and English speaking people in Taiwan.

11. Online Interview

Perhaps ask Tyler Brule if we can interview him via online, and then send the interview along with press release to media, blogger and magazine, ask them to publish it. To create some buzz.



12. Classes Host

Host lifestyle and creative classes at 學學, GQ UP Club and similar communities or entities. And at the end of each session, have someone go up stage and quickly introduce about the Monocle store launch.



AUGUST 19, 2014

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12. Video Shooting

Shoot a 側錄 video during the official launch party. So people who couldn't come to the party. People might come to the Monocle Shop simply because of such video.

Example: <http://vimeo.com/88883554>





MONOCLE

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Nonzero

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