

Connect with Fans IRL

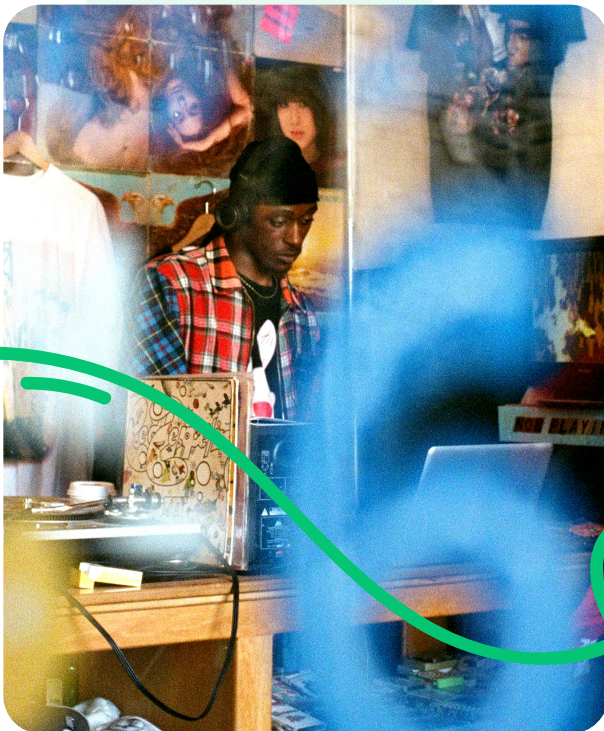
Take loyalty to the next level with fans in person at one or all of our pop-up shop locations



Live experiences that turn followers into fans

Fooji Storefront facilitates dedicated, intimate, and personalized brand experiences in physical 'pop-up' environments. Brand owners can engage directly with their audiences with short-medium term 'promotions centers' that showcase and demonstrate offers and products. Fully planned, executed, staffed, and managed by Fooji, Storefront is the ideal way for brands to get closer to boost their Fooji experience to their followers and fans.

With owned spaces throughout the U.S, Storefront is able to provide both the venue and the physical brand experience. This means less management, single vendor accountability and total integration with any digital elements that are part of the campaign.



Pop-up locations to engage local fans

For experiential and field marketing managers looking to get facetime with fans, the ideal solution is likely to blend the best of social, digital, and physical marketing tactics – in one connected campaign. That’s exactly what Fooji offers with Fooji Fanfare and Storefront solutions.

Fooji provides a fully-managed solution to engage your brand followers through social and digital channels, and then drive them to powerful, pop-up experiences in Fooji owned locations throughout the U.S.

These events are managed and resourced by Fooji in their dedicated Storefront environments, with branded staging, merchandise, food & beverages, and gifting experiences available.

Features and benefits of Storefront include:



Dedicated Fooji locations in Chicago, New York, and Los Angeles, with plans to extend throughout 2023/24.



Range of catering options to suit any brand challenge and customer relationship level.



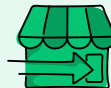
Flexible event durations: from days to weeks and with operating hours to suit brand objectives.



Program is fully-managed and staffed by Fooji Storefront experts.



Managed, onboarded brand ambassadors with range of options for scripts, uniforms, and roles within experience.



Fully-integrated with Fooji Fanfare to target brand social communities, engage followers, and drive footfall to physical storefronts for deeper interaction and gifting.



Merchandising designed, curated, and sourced by Fooji or provided from brand stock.



Post-experience communications available.



Comprehensive opportunities to brand and own physical environment.



Consolidated billing and unified commercials.



Audio-visual solutions available for greater immersion and impact.

Storefront provides great solutions for:



Showcasing
new products



Spotlighting local
sellers & retailers



Demonstrating
new services



Customer loyalty
club events



Meet and greet with talent /
influencers / celebrities



Immersive brand
experiences

Storefront in action



Key use cases



Brand awareness

Create buzz and amplify exposure, starting in brand communities.



Brand affinity

Create brand love with customized gifts and promotions.



Product trials + sampling

Gift products for real reviews.



Fan recognition

Give back to loyal fans and followers



Incentivization

Motivate your fans to engage and interact.



Audience feedback

Get and share reviews from your fans.

Underpinned by comprehensive analytics and reporting

Campaigns or programs using Fooji Storefront benefit from real-time reporting on:

- Social campaign impressions and exposure
 - Digital engagement and experience registration
 - Geo trending status and conversation influence levels
 - Redemption status
 - Merchandise and inventory levels
 - Location footfall and experience interactions
 - Social sharing and viral impact
 - Sentiment analysis
 - User-generated content
- In addition, full campaign closure reports are prepared and presented by Fooji to test against objectives.

Next steps

Fooji fully-managed Fanfare and Storefront solutions blend the best in social and digital practices to engage brand fans with real-world experiences, environments, and merchandise. With on-demand, pop-up experiences, fully branded to the tone, style, and expression of the client, Fooji deliver a high-impact platform for every brief.

Brands can interact, educate, and energize audiences with a custom environment – all with a short-term commitment and flexibility – without the need to use staff resources.

To get the most value from your investment in Storefront, Fooji Fan Experience Management experts are always on-hand to give you the support you need.

Find out how Storefront can help your brand hit its targets.

About Fooji

Fooji partners with brands to turn consumers into forever fans. With the technology and people to do it all, our platform offers a range of innovative products – managed and self-managed – to build campaigns, handle logistics, and empower brand teams to grow their fan engagement and deliver business outcomes.

Spearheaded by founder Gregg Morton, Fooji started as a simple idea: take interactions on the internet into real life. We have become an industry leader in brand engagement, driving more than six billion impressions for over 150 brands and delivering more than 500,000 experiences worldwide. Learn more at fooji.com, and follow us @gofooji to experience brand magic.

Contact Fooji today

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fooji.com





For the love of brands