



GIRLS CREW

Century City Store Activation Ideas

By Heather Harpole



Location: Westfield Century City

Westfield Century City is the perfect location for Girls Crew's first brick-and-mortar store because of the traction and California ambiance. Many locals and tourists shop here. Additionally, brand pop-up shops will increase store visitors. The creative direction of the Girls Crew store must be targeted towards consumers that adore trendy, Instagrammable spots for their experiential needs.



Target Segments



LA Local



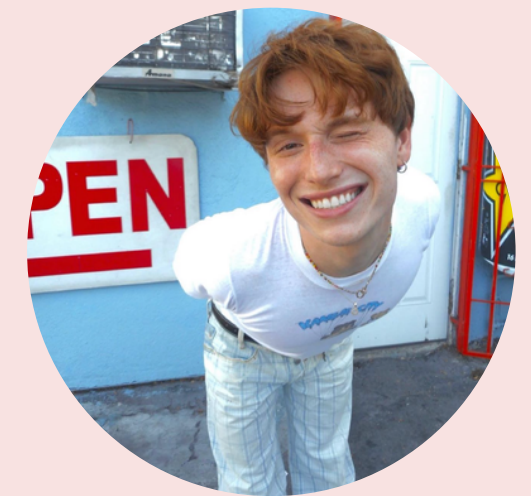
- This segment expects Instagrammable content where ever they go. They are probably at Century City for the latest pop-up store. Individuals are ages 13-28 because these consumers have phones. They are a great segment to include for gaining more brand exposure locally and through influencer collaborations.
- We can meet the needs of these consumers through the store aesthetically pleasing store designs.

Children Through Their Parents



- The first segment is children through their parents because parents take their kids shopping with them at Century City. The location is perfect for kids and parents exploring stores.
- The store can cater to the needs of this segment by providing age inclusive activations for children ages 3-11. Parents can also enjoy activations that they can help their child navigate!

Tourist

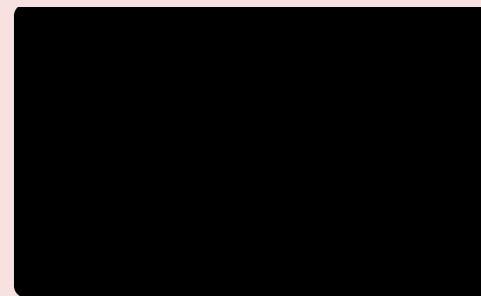


- An additional segment that will be targeted at the store are tourists. These consumers will share their experience on social media. They usually travel with friends and family so they like to feel included in the LA culture.
- The store can meet their needs through LA branding in the creative assets so they can post that Girls Crew is a growing small business based in LA.



Store Branding

Colors



Aesthetic



Glass displays, great lighting, and bold colors

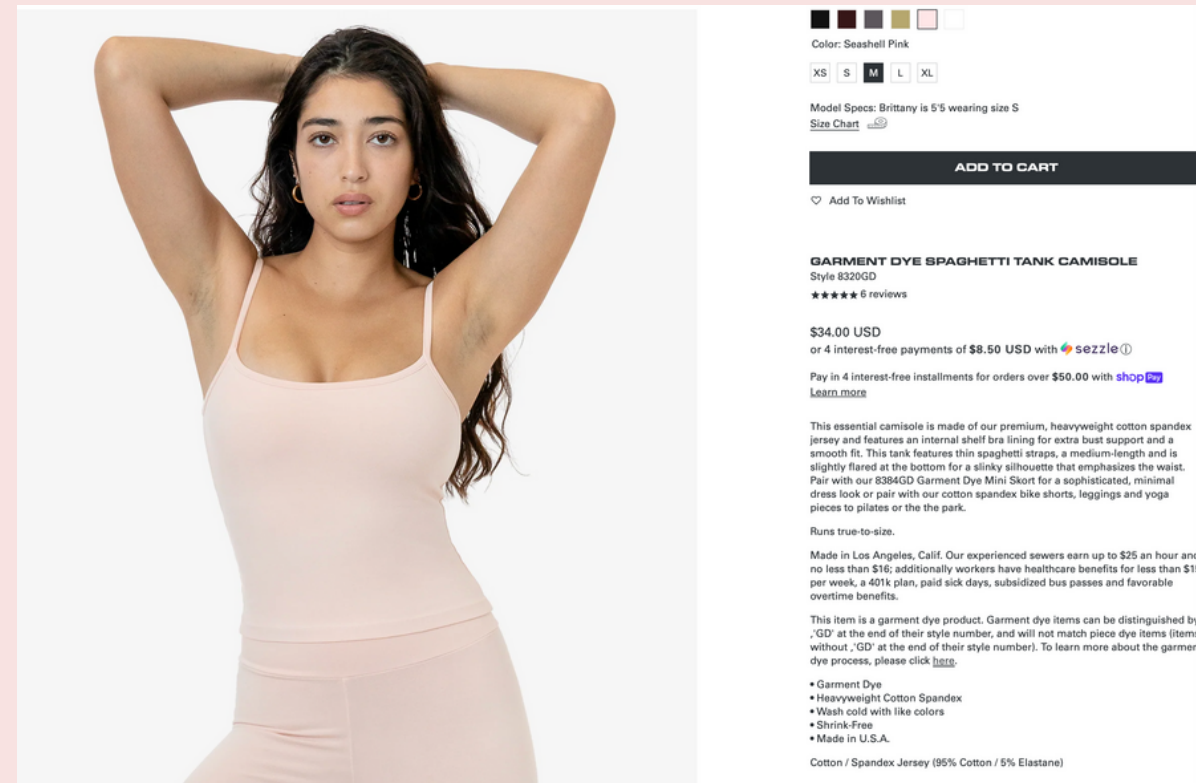
Fonts

The Seasons Light
Frances Thin





Employee Uniforms



Maybe a simple cream jumpsuit or tracksuit that has Girls Crew Logo on the back.

Overalls with a pink tank top could also be a cute option!

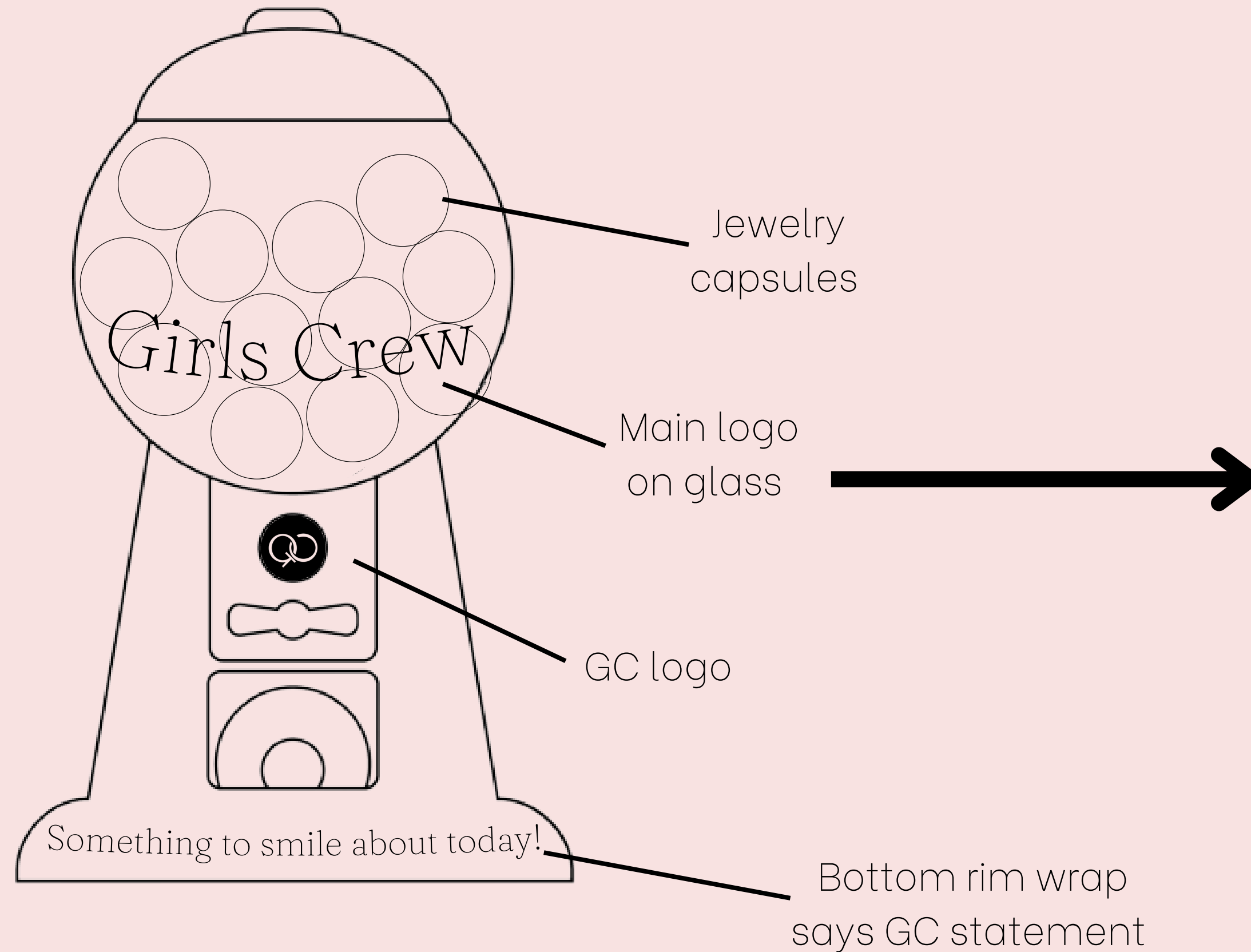
Activation 1: Gumball Machine



- The branded gumball machine caters to the needs of each of the target segments as it offers an interactive experience and social media content.
- Shoppers can purchase a \$25 coin or bill to receive a chance to get a mystery item from the machine!
- We could also incorporate spinning a wheel to give some customers a chance to win a coupon that has them pay 25 cents to add some excitement to the experience.



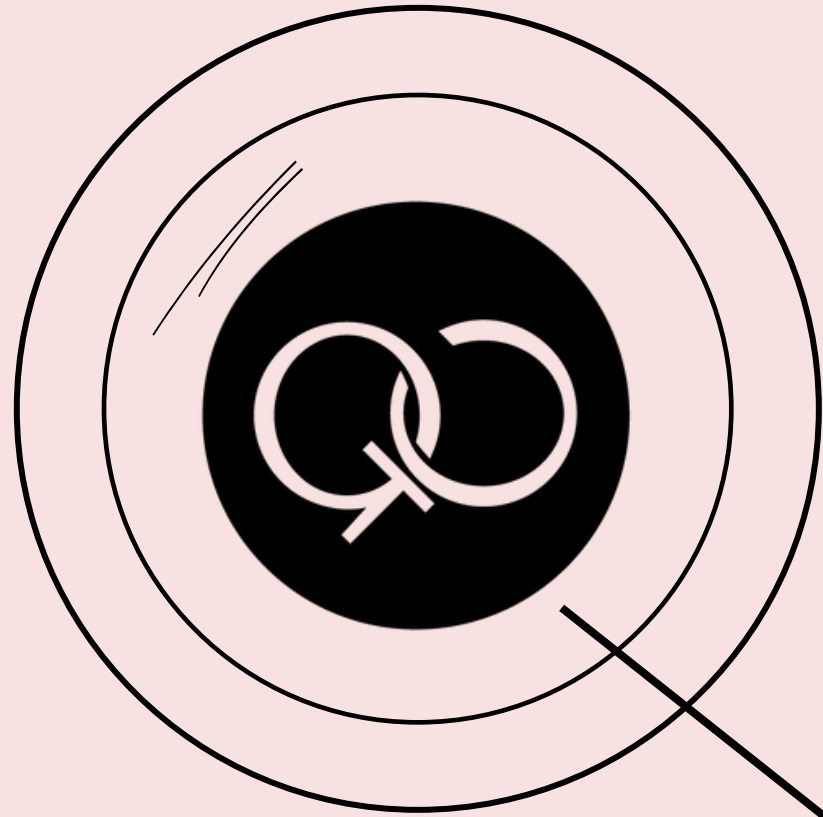
Mockup VS Reality Gumball Machine





Mockup VS Reality Coin

1



This could
be our logo

2



This could
say \$25

Resources: Gumball Machine



Candymachines.com

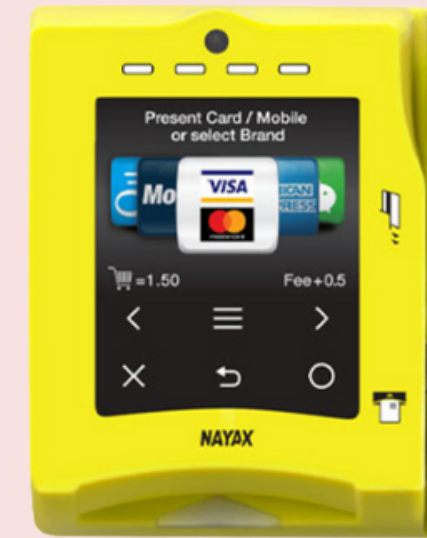
<https://www.candymachines.com/Giant-Electronic-Gumball-Machine-P7255.aspx>

Price: \$3495

Phone Number: (800)-853-3941

You can add custom decals!

Multiple payment methods



Resources: Gumball Machine



Gumball.com

<https://www.gumball.com/products/6-9-mega-wizard-spiral-gumball-machine>

Price: \$3,479.97

Phone Number: (800)-260-0010

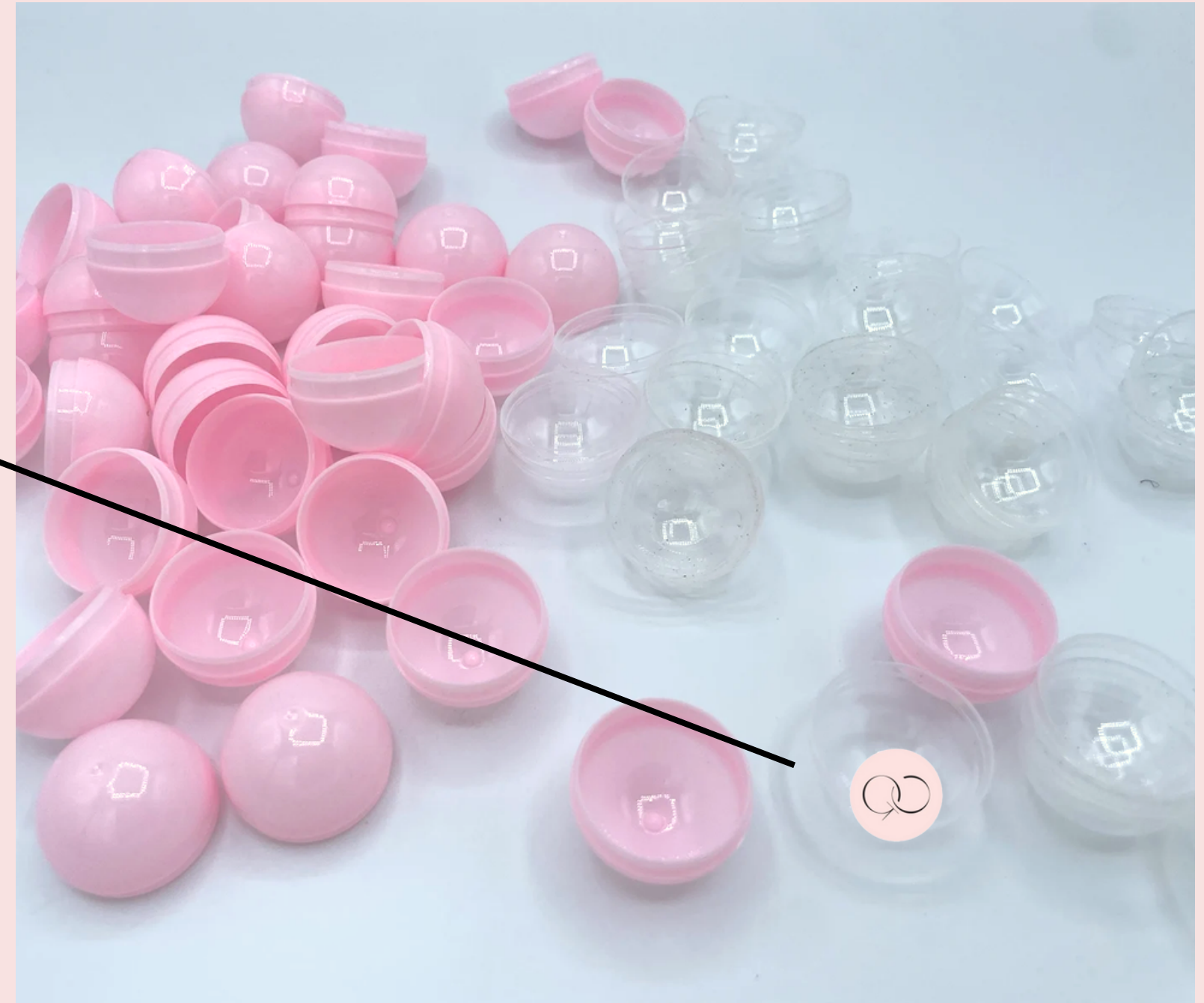


Resources: Pink Capsules



Pink capsules that can have
GC logo on them!

https://www.etsy.com/listing/1302841442/empty-clear-lightpink-colored-round?ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=gumball+capsules&ref=sr_gallery-1-8&organic_search_click=1



Resources: Custom Coins



Gumball.com

<https://www.gumball.com/products/vending-machine-tokens>

Price: \$279

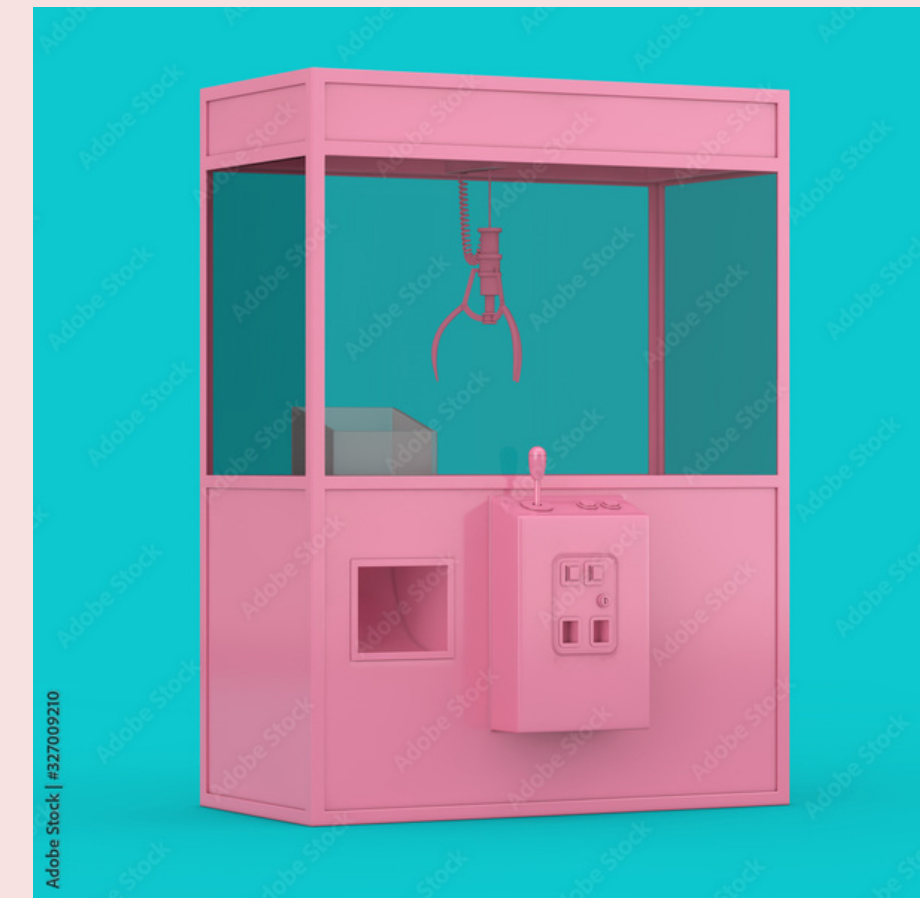
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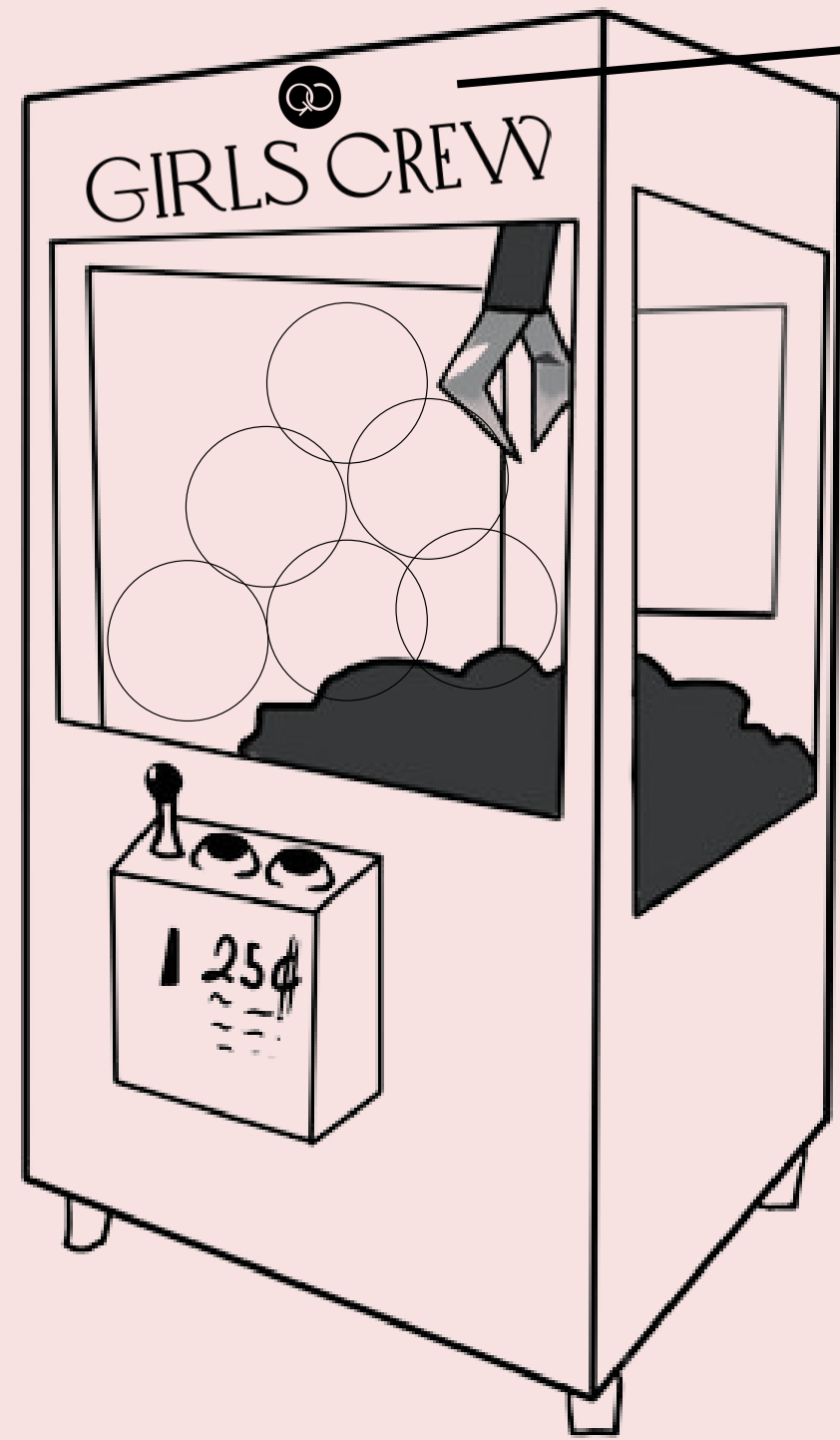
Activation 2: Claw Machine

- This is safer option than the gumball machine
- Both Glossier and Rhode have created claw machines for their marketing activations.
- This generates social media content from each of our target segments.
- Heather's friend, Erin Kalousdian designed the graphic elements/layout for the Rhode claw machine. Hannah Kim, the event planner can provide the contact for the claw machine manufacturer.





Activation 2: Claw Machine 1 (White)

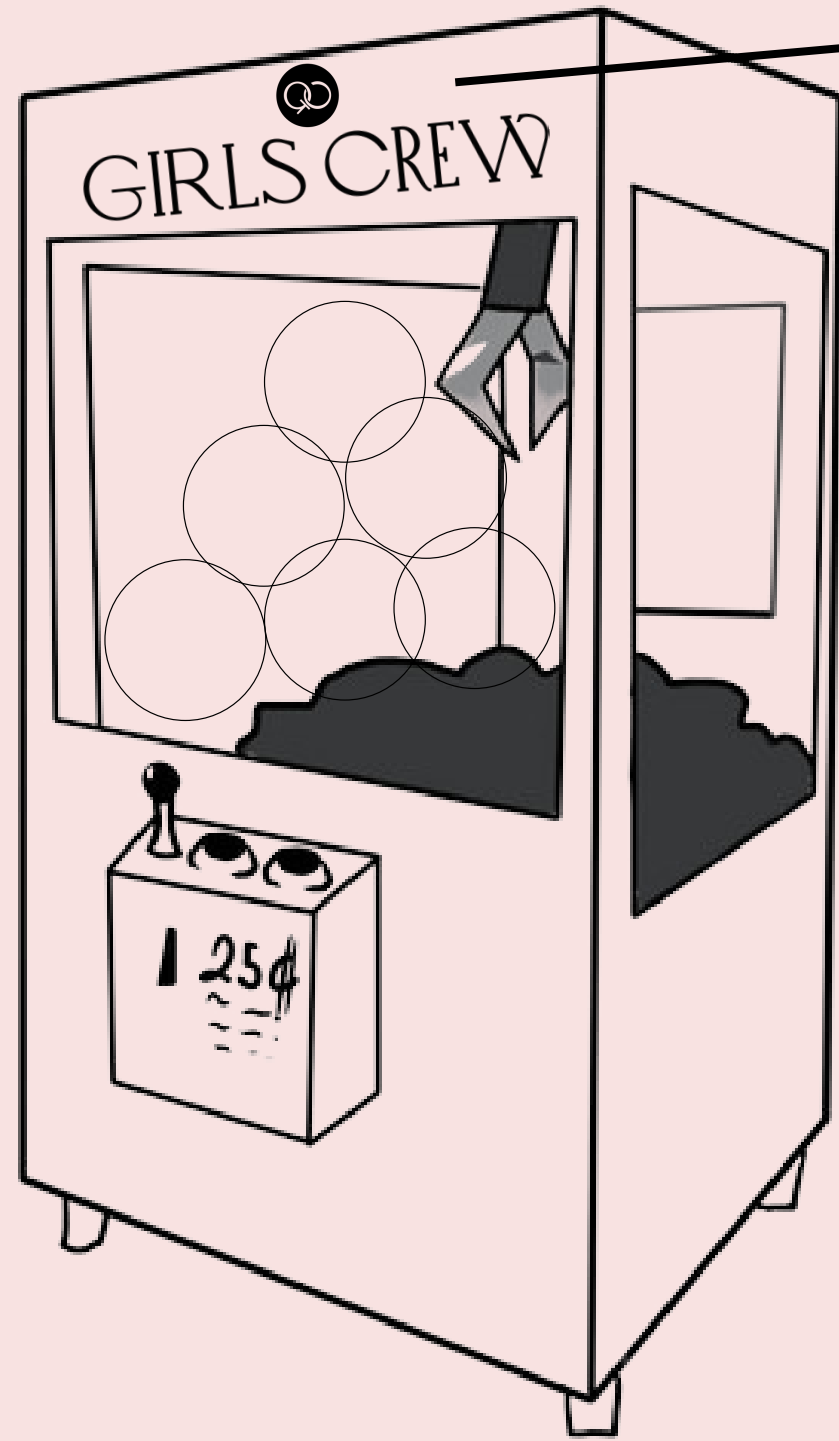


Main logo





Activation 2: Claw Machine 2 (Pink)



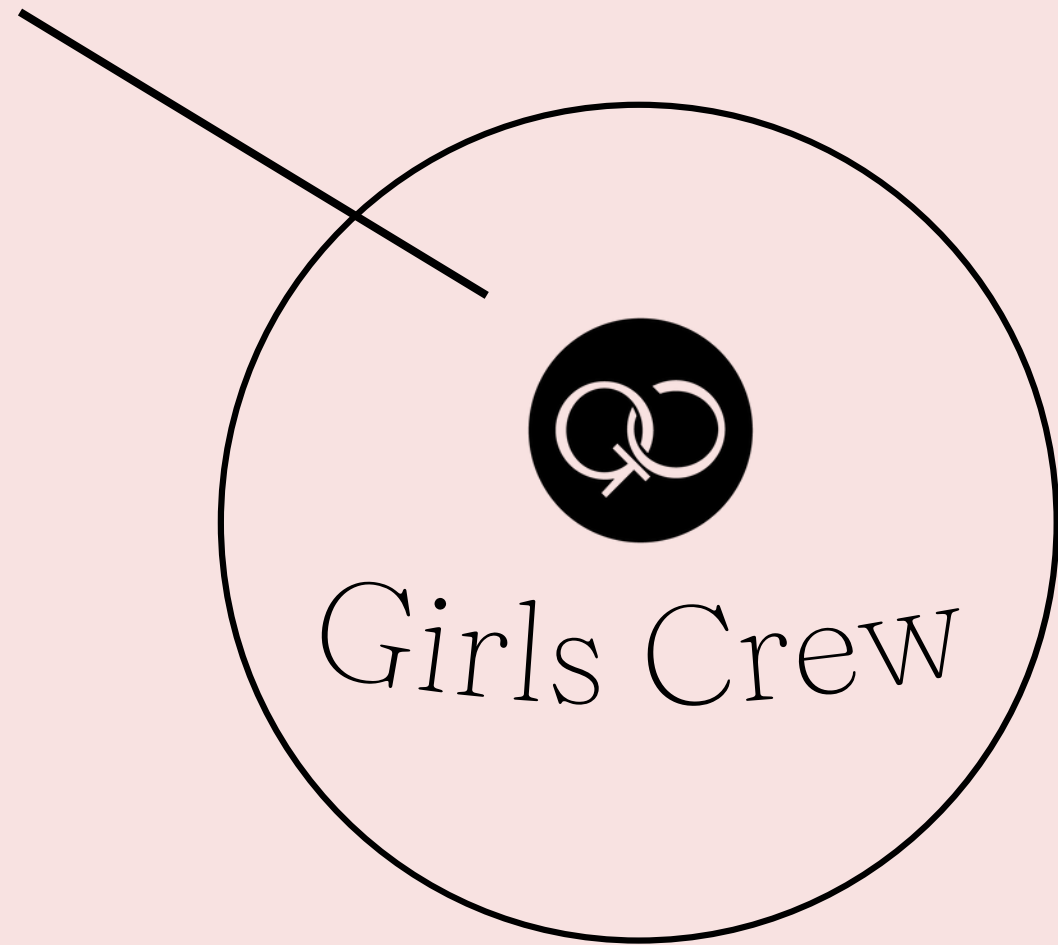
Main logo





Activation 2: Claw Machine Capsules

Main logo





Activation 3: Saturday Pop-Up Events

- Our next activation can be pop-up events the first or last Saturday of every month.
- This will attract members of each target audience.
- We can have influencer appearances, meet and greets, and collection launches in-store. This will gain more social media and local traction.
- If we collaborate with an influencer on a collection, we can invite media to cover the event generating more brand awareness.





Saturday Pop-Up Event Idea

- We can partner with Squishmallows to host an event for the collection.
- We can invite Cameron the Cat to be at the store for a few hours. This will gain social media traction and more potential to go viral.
- The gumball machine could have mini squishmallows in it for purchase with the earrings.
- This would be beneficial for UGC content!





Saturday Pop-Up Event Idea

- If we launch a collection with an influencer or public figure, we can host an event celebrating the collaboration.
- For example, a collection with Whitney Simmons could reach the target audience.
- Brands that Whitney and her followers like could sponsor the event such as Olipop, Gymshark, and have her own branded products too.
- Her followers can visit the store and learn more about Girls Crew.





Saturday Pop-Up Event Idea

- We could collaborate with other stores at Century City and Los Angeles based brands to hold pop-up events.
- An event in partnership with Aritzia, American Girl, Cinnabon, Cotton:On, Lush, Orange Theory, Pixi, See's Candies, Sephora, Sugarfina, or Sweetgreen could increase store visitors.
- We could pair collection launches with these. For instance, the broccoli/kawaii foods collection would go well with Cinnabon, Sweetgreen, or Sugarfina. They could have discount coupons at our store and same for our coupons at their's.





More Ideas Coming Soon!