

BRANDWEEK

Pop-Up Stores Come to College Campuses

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Sportswear brand Original Penguin will join in an effort to bring pop-up retail stores to 20 college campuses this month and next, in a pitch tied to a charitable cause and designed to highlight an array of fashion apparel.

In conjunction with American Collegiate Intramural Sports, the marketing platform will include free gifts, selected student giveaways, and a gift-card.

The roster of participating schools, with a collective population of over 360,000 students, includes Cornell, Hofstra, U.-Mass., Cincinnati, Xavier, Temple, Cal State Long Beach, UNLV and South Carolina.

“We expect the Pop-Up Stores to be a gathering place for fashion-conscious students interested in a brand that they already know,” said Ian Leopold, president of ACIS, in a statement. “The best way to reach this elusive group is to bring products that they like to them in a fun, cause-related way.”

The pop-up stores are launching now and will be set up on each campus for two to three days, often in conjunction with major outdoor campus events like music festivals and concerts. Original Penguin will offer 25 percent discounts to students at each campus on its merchandise. Students can also obtain discounts at Penguin stores and online.

Branded drawstring backpacks and music CDs will be given away free with purchase while supplies last. In the national sweepstakes, the grand prize is a trip for two to Miami Beach, \$1,000 cash and a \$1,500 shopping spree at the Miami Original Penguin retail store.

A local charity will benefit from merchandise sales at the pop-up stores. Each selected nonprofit earns its benefits by providing pre-event promotion and on-site staff. Each charity will receive T-shirts to sell at the pop-up stores and then may keep 100 percent of generated funds. In addition, Original Penguin will also make a donation to each charity.

