

WARBY PARKER

SIGHTS UNSEEN

SUMMER 2018 POP UP CAMPAIGN

FASM 311 FINAL MIA GUTIERREZ

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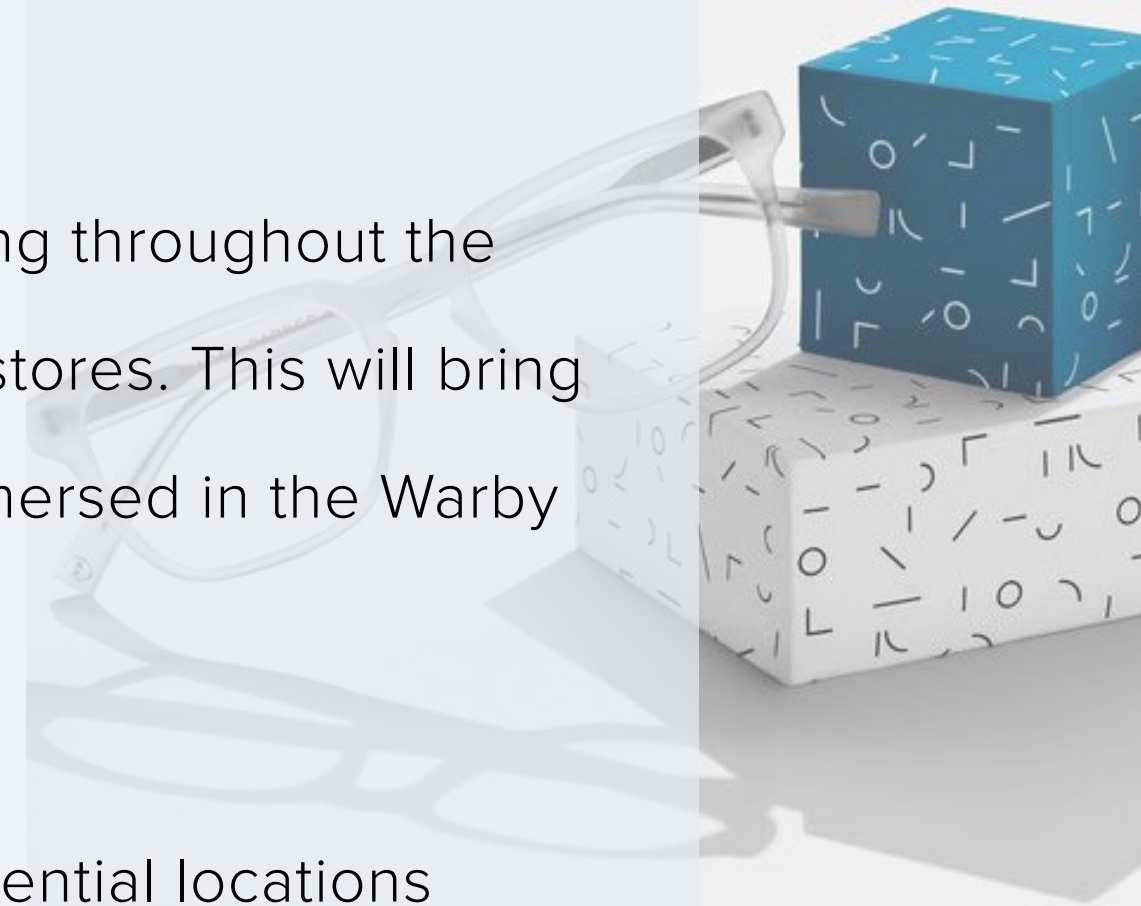
FINAL RENDERS

PROMOTIONAL MATERIAL

RATIONALE

The EYESPY campaign will be focused on a series of pop up shops launching throughout the country in three locations where there are currently no other Warby Parker stores. This will bring consumers the opportunity to try on the glasses while being completely immersed in the Warby Parker experience.

This will also give Warby Parker the opportunity to test out the market in potential locations without fully committing to a permanent brick and mortar. In addition we will feature a limited edition geometric case unique to each pop up location.



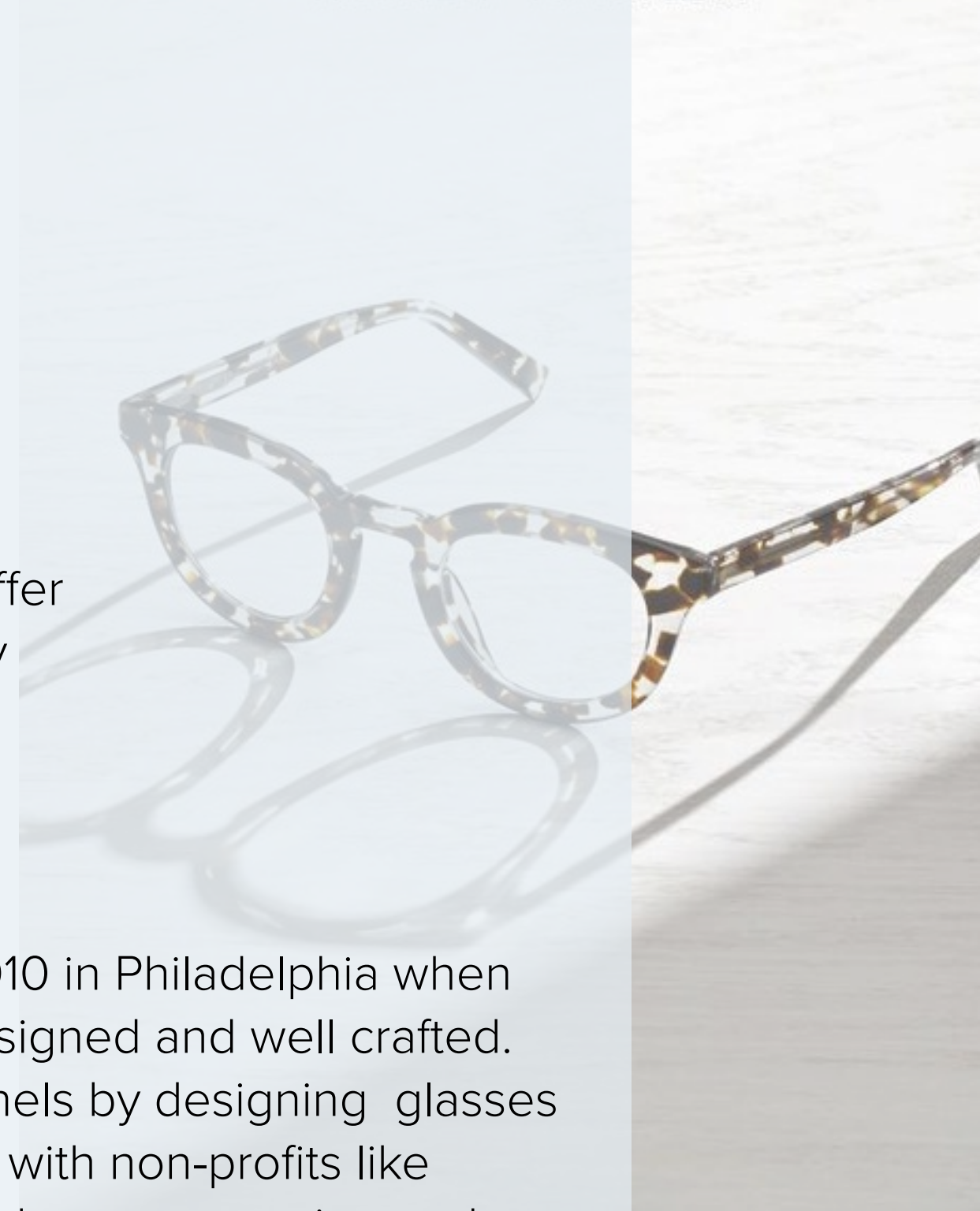
BRAND ANALYSIS

MISSION

Warby Parker was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.

HISTORY

Founded by Neil Blumenthal, Dave Gilboa, Andy Hunt, and Jeff Raider in 2010 in Philadelphia when they saw a need in the market for affordable glasses that were tastefully designed and well crafted. They strived to create an eyewear company that bypassed traditional channels by designing glasses in-house, and engaging with customers directly. Warby Parker also partners with non-profits like VisionSpring to ensure that for every pair of glasses sold, a pair is distributed to someone in need.



BRAND POSITIONING

PREMIUM EYEWEAR AND ACCESSORIES

Warby Parker is positioned as a fashion eyewear brand with a competitive pricing strategy that is more affordable compared to other premium eyewear brands. They are able to keep a competitive price by designing their own glasses and selling them directly to the consumer. Prices range from \$95-\$375.

They are also a B Corporation which means that they provide employees with a living wage, a strong benefits package, and professional development. This also means that they uphold carbon neutral production methods and give back by giving one pair of eyeglasses to people in need for every one sold.



PERCEPTUAL MAP



CUSTOMER PROFILES

Jamie Hughes

AGE: 22

INCOME: \$20,000 a year

JOB: Student / Barista

LOCATION: Atlanta, Georgia

Studying Public Policy at Georgia Tech

Passionate about her community

Enjoys going to Little Five Points on the weekends





Anna Stevenson

AGE: 28

INCOME: \$68,000 a year

JOB: Communications Coordinator
for a NonProfit Organization

LOCATION: Oakland, California

Loves hiking the local state parks

Enjoys reading feminist literature



Thomas Daniels

AGE: 37

INCOME: \$76,000 a year

JOB: Architect

LOCATION: Austin, Texas

Passionate about art and design

Loves exploring the local food scene with his wife

Enjoys making music on the weekends with his friends

MARKETING STRATEGY



From the very beginning Warby Parker has had a strong social media presence and following. We would use Facebook, Instagram, and Twitter to promote the Sights Unseen Campaign with the hashtag #SIGHTSUNSEEN2018 across all the platforms.

Additionally we will promote the campaign by sending press releases to online fashion news/magazines and fashion bloggers that have a big following in the pop up locations. We will also have billboards in the locations and send email blasts to our customers.



MARKETING MESSAGE

The Sights Unseen Summer 2018 Pop Up Campaign aims to bring the innovative, enjoyable, and quirky retail experience of Warby Parker to new markets.



LOCATION ANALYSIS

SAVANNAH, GEORGIA



Savannah is a beautiful historic city in Southern Georgia. It has become a big tourist destination but is also gaining momentum as a hub for young artists and other creatives. The Pop Up would take place on Broughton street where you can find stores like Anthropologie and J Crew.

CINCINNATI, OHIO



Cincinnati has been one of the fastest growing cities in the country and has a major cultural revival. It also has beautiful Art Deco architecture, historic breweries, European-style neighborhoods. The Pop Up would take place in the Over-the-Rhine district where you can find the 21c Museum Hotel and stores like Tiffany & Co.

SALT LAKE CITY, UTAH



Salt Lake City is known for its beautiful mountainous landscape but it has also had a rapidly growing young professionals population. This city is filled with cultural venues, exciting new restaurants, and unique shopping. The Pop Up would be located in the Granary District an urban neighborhood with a large Millennial population.

STORE ANALYSIS

PRODUCTS:

Sunglasses \$95-\$145

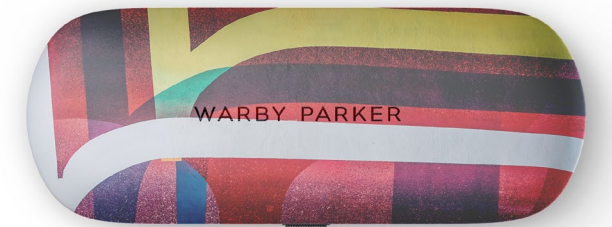
Eyeglasses \$95-\$375

Books \$14.95-\$27

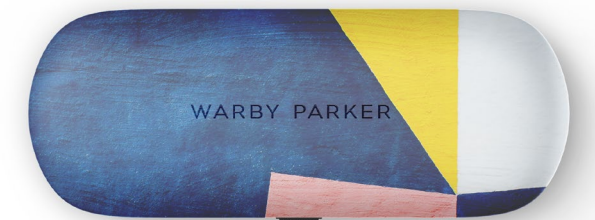
Cases \$15

The Pop ups will each feature an exclusive eyeglass case designed with a print by a local artist. These cases will only be available in the corresponding pop up and through the app.

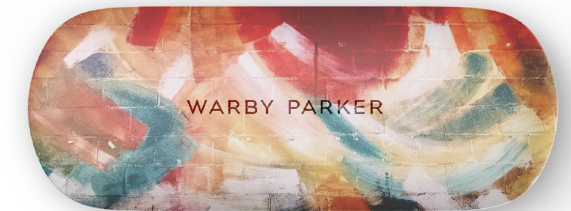
SAV, GA CASE



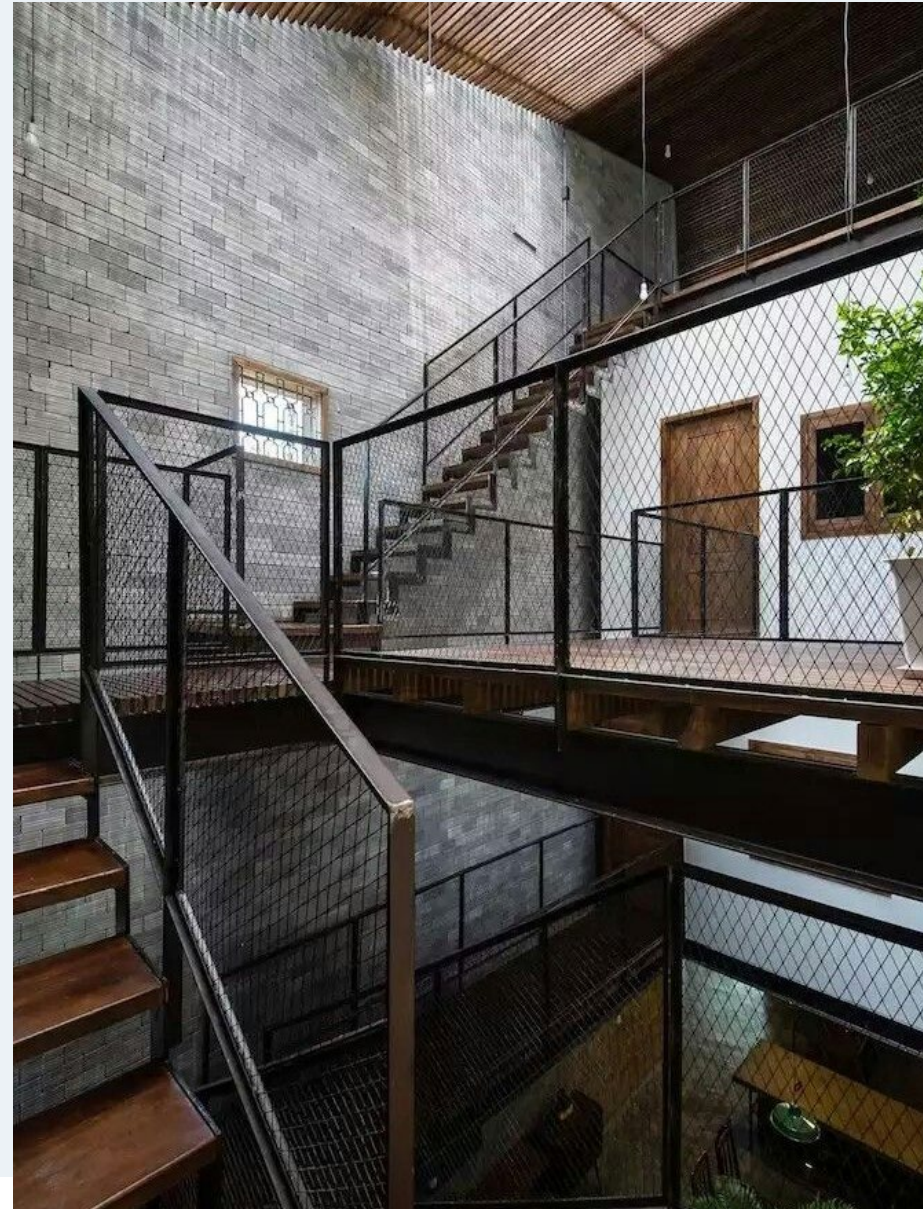
CIN, OH CASE



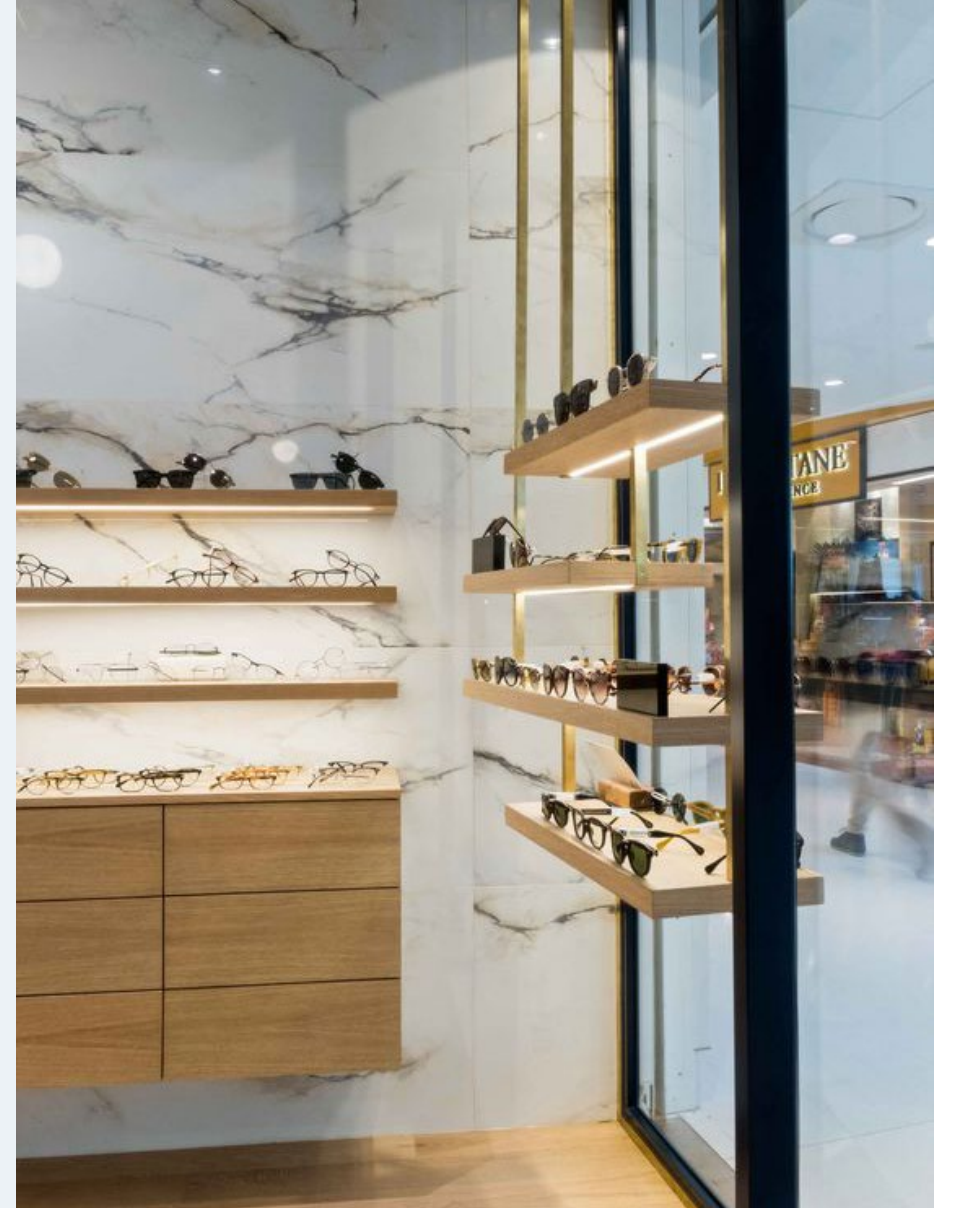
SLC, UT CASE



INSPIRATION BOARDS



INTERIORS

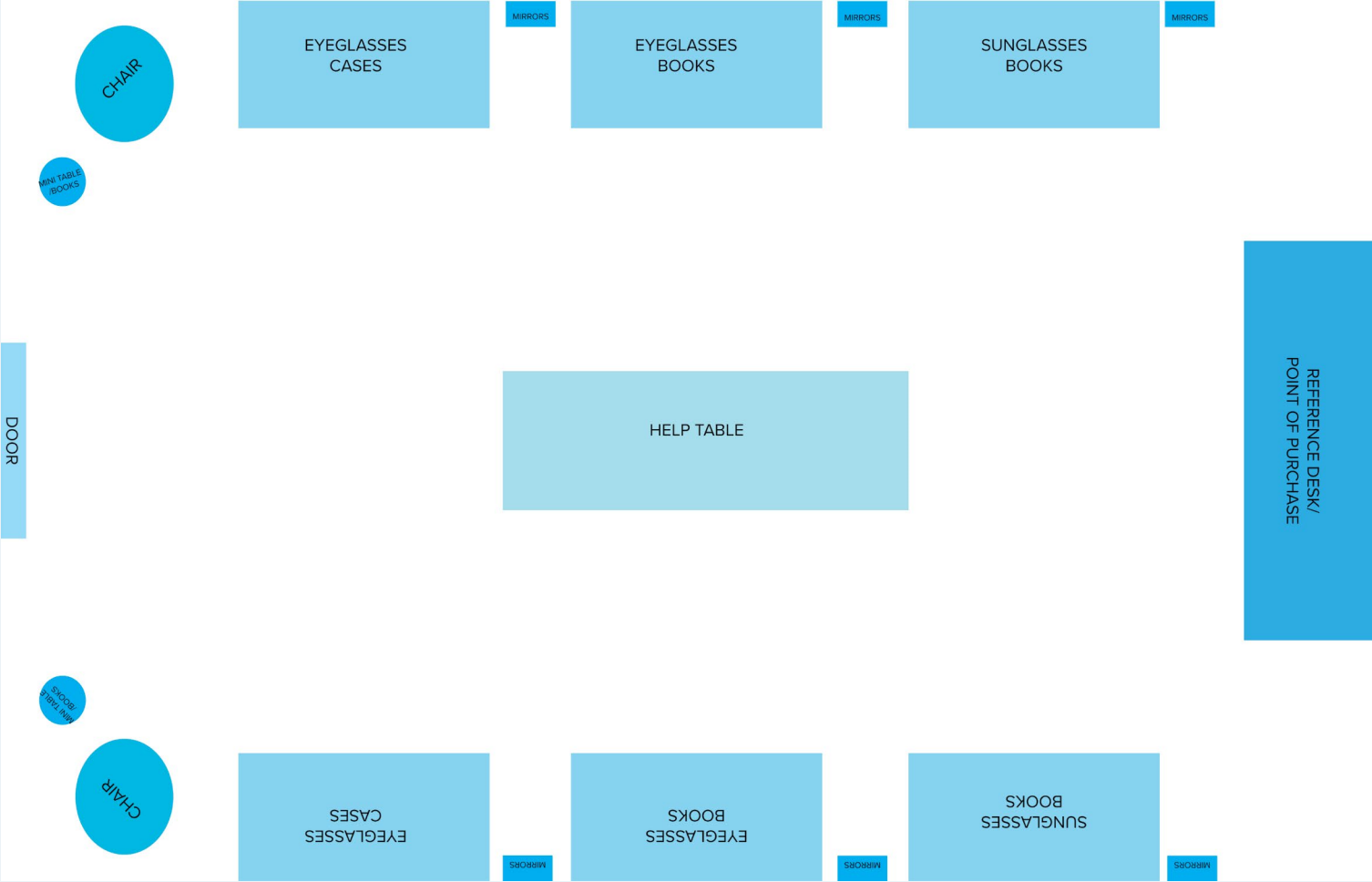


SHELVING



LIGHTING

FLOOR PLAN





PROCESS





RENDERS













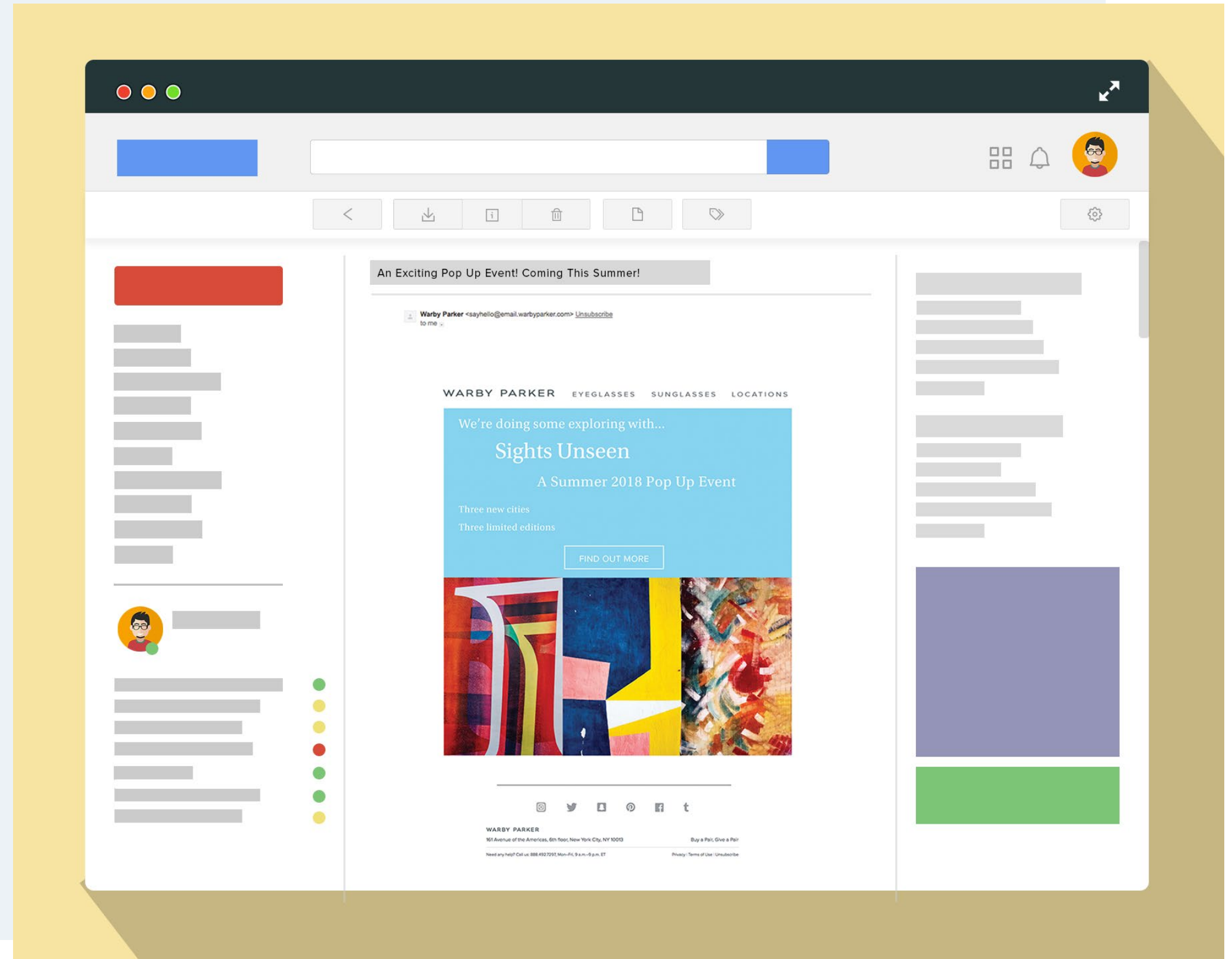
APP

PLAY ME!

WIP

<https://xd.adobe.com/view/0c2c3b3c-f2ab-4848-9fc0-45643caa447b/screen/f10be792-b272-4717-ba84-c4a4997a1cfd/Sav-Ga-Case>


EMAIL BLAST



BILLBOARD



SOCIAL MEDIA




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Get ready Cincinnati, Ohio we are setting up a pop up shop on Vine St. as part of our #SightsUnseen2018 Summer pop up campaign. We are also excited to be featuring these limited edition cases with artwork by @RickShanez only available at the pop up and in our WP CLUB app.

tylergindraux @ellocath
learnwithmanny 🍌
therealrichiegonzalez Any chance you might make this a San Diego thing?
ritucci_shoes 🍌🍌🍌
cdytvw @brandalikeapanda
entrepreneursfightclub Me gusta!! 🍌
peegecollins @leahyella27 !
sirlouisareen #hennvaann

1,200 likes
6 DAYS AGO

Add a comment...




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Get ready Salt Lake City, Utah we are setting up a pop up shop on Woodbrine St. as part of our #SightsUnseen2018 Summer pop up campaign. We are also excited to be featuring these limited edition cases with artwork by @LeahTimmons only available at the pop up and in our WP CLUB app.

tylergindraux @ellocath
learnwithmanny 🍌
therealrichiegonzalez Any chance you might make this a San Diego thing?
ritucci_shoes 🍌🍌🍌
cdytvw @brandalikeapanda
entrepreneursfightclub Me gusta!! 🍌
peegecollins @leahyella27 !
sirlouisareen #hennvaann

1,200 likes
6 DAYS AGO

Add a comment...



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warbyparker
Get ready Savannah, Ga we are setting up a pop up shop on Broughton St. as part of our #SightsUnseen2018 Summer pop up campaign. We are also excited to be featuring these limited edition cases with artwork by @JessicaLee only available at the pop up and in our WP CLUB app.

tylergindraux @ellocath
learnwithmanny 🍌
therealrichiegonzalez Any chance you might make this a San Diego thing?
ritucci_shoes 🍌🍌🍌
cdytvw @brandalikeapanda
entrepreneursfightclub Me gusta!! 🍌
peegecollins @leahyella27 !
sirlouisareen #hennvaann

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THANK YOU!