

Bobbi Brown Cosmetics 'pops up' with Rocket Creative

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Bobbi Brown Cosmetics, a division of the international Estée Lauder Group since 1995, recently tasked the Rocket Creative crew with generating their custom-designed **Pop-Up/Temp Store** solution. The specialised project involved bringing the latest pop-up store concept to fruition for use in the South African retail market.

Says Richard Nilson, Managing Director of Rocket Creative, "In this instance the Pop Up Temp Store will be used for the next three- to four-month period in the Edgars East Rand Mall store location whilst a permanent counter is built. The concept's core functionality however is to enable the brand to identify fresh retail markets as well as to boost in-store visibility for the brand on a trial basis in previously untapped locations. New markets are critical for any brand's growth and development, and the portable Pop Up Temp Store is purpose-built to be able to be transported and installed at different locations whilst maintaining the upmarket CI aesthetics, communication and functionality required by the Bobbi Brown Cosmetics brand."

With the key deliverables of the design being modularity and flexibility, the set has the capability to be installed in a variety of footprint formats based on the available floor space in any desired retail environment. The appeal of this concept is that budget spend is incurred as a once-off expenditure and then activated repeatedly in new locations thereby increasing both exposure and sales in untapped markets, making it an astute choice for any effective sales and marketing strategy.



About Rocket Creative:

Launched in 1998, Rocket Creative has become an innovative market leader in the display industry with a core focus on brand activation, promotional, merchandising and point-of-sale display hardware. Due to our solution-focussed and inventive range we have achieved significant recognition within the industry and are proud to be suppliers of product used to promote and activate virtually every blue chip brand in the South African market, as well as extending our penetration to the lucrative international export markets.

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Rocket Creative Design & Display offer innovative, trend setting and anti-norm visual display products. These are conceived and originated by fusing our functional ingenuity, creativity and inventive spirit with our own very individual approach to fabrication whilst following our ' Innovation, Simplified ' creative ethos.

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