

## “Pop into Berlin”: New format for Berlin city marketing

Results of the official Berlin store’s European tour

**Berlin, 15 December 2015** This autumn’s successful tour of European capitals by the *visitBerlin* pop-up stores in cooperation with Berlin Partner für Wirtschaft und Technologie finished up this past week in Paris. The pop-up shops marketed the German capital in Stockholm, London, Amsterdam, Vienna and Paris. The stores were open for just a week in the centre of each of these five European capitals in the period between 21 September and 12 December. The shops presented the creative products offered by 16 Berlin labels and the innovative technologies of five Berlin start-ups. As a brand ambassador and advertising space for Berlin, a place for networking with business representatives, and a hotspot for those on the lookout for new trends, the official Berlin shops proved to be a successful marketing platform.

**Burkhard Kieker**, CEO of *visitBerlin*: “The stores were the trial of a new form of city marketing in five major European cities. We and our business partners were greeted with a lot of local interest. The stores were a platform for the whole city. Overall, we exported 308 hours of authentic Berlin to five other cities.”

**Andrea Joras**, Managing Director of Berlin Partner für Wirtschaft und Technologie: “We presented Berlin’s strengths as a centre for business and technology together with innovative start-ups. They show Berlin’s role as a centre for start-ups and the digital world, which is a major reason why more and more established companies are moving to Berlin. Our bottom line: Berlin has once again claimed its spot on the map of Europe as a major capital, a liveable city, and a city of opportunities.”

The “Pop into Berlin” tour travelled this year to countries that are among the strongest foreign markets for Berlin tourism. Numerous opportunities for cooperation and exchange came about with local companies in each city. The partners involved at the different locations were offered a good opportunity to develop new markets for their products, establish direct contacts, and expand their own networks.

### Open for just 33 Days

The pop-up stores may have only been open for 33 days and 308 hours, but their impact was magnified many times over. With approximately 1,000 customers a day, the shop in Shoreditch, London had the greatest foot traffic. Each store offered some 350 different products for sale. The tour was accompanied by 38 events attended by 1,957 people. Also present was the teledisko, the world’s smallest disco, which hosted more than 500 parties in a space the size of a phone booth.

(2,832 characters)

# Press Release



## “Pop into Berlin” at a glance

### 16 brands sold their products:

airberlin	flights
Ampelmann	souvenirs
Berliner Winter	mixed drinks
BRLO	craft beers
Frau Tonis Parfum	perfume
ic! berlin	eyewear
Minga Berlin	socks
minimum	design and furniture
Our/Berlin	vodka
Retos Candyfarm	sweets
Standert	bicycles
Thomas Henry	sodas
TomShot	jewellery design
TresCabezas	coffee
TRY Foods	food samplers
Und Gretel	high-end natural cosmetics

### 5 start-ups presented their products:

3YourMind	3-D printing software
BigRep	3-D hardware
Panono	360° camera ball
Raumfeld	audio systems
VFXbox	augmented reality

### The “Pop into Berlin” Tour Schedule



Berlin agency COORDINATION, awarded several international prizes (including if product design award 2014, Interior Innovation Award Winner 2014)

### Interior of pop-up stores:

- Stockholm, Sweden 21 – 27 September
- London, England 5–11 October
- Vienna, Austria 2–7 November
- Amsterdam, The Netherlands 16–22 November
- Paris, France 7–12 December

### Facts and figures:

- 30 networking events were held
- 2 lorries driven 18,134 kilometres
- 356 different products
- open 33 days, 308 hours
- most customers in London (Ø 1,000 per day)
- > 2,000 partiers in the Teledisco
- KPM vases most expensive product sold, €1,020 (Amsterdam)
- 20 TV towers printed in 3-D (8 kg material processed)
- 200 photos printed with the panono 360° camera in the stores

**Pop into Berlin**  
 visitBerlin / Berlin Tourismus & Kongress GmbH  
 Am Karlsbad 11  
 10785 Berlin, Germany  
 presse@visitBerlin.de

popinto.berlin  
 visitBerlin.de  
 Facebook.com/Berlin & visitBerlin  
 Twitter.com/BerlinTourism  
 Instagram.com/visit\_berlin

# Press Release



## Social media impact

- Total of all event weeks = 5,125,000 pageviews (includes Instagram, Twitter, Google+, Vine)
- Participants/interested parties for all events on Facebook (informed with latest news) Total: 21,880 people
  - o Paris: 2,600 participants
  - o Stockholm 1,980 participants
  - o Amsterdam: 3,800 participants
  - o Vienna: 6,900 participants
  - o London: 6,600 participants
- Most popular networks:
  - o 1. Instagram (458 posts); 2. Twitter (426 posts); 3. Vine (23 posts); 4. G+ (14 posts)
- Vine some 60,000 loops (number of loops reached by vines posted as @visitberlin)

## Press impact

- Around 300 reports in print/online media
- Readership: 55 million

De Telegraaf: "Berlijnse ondernemersgeest in Amsterdam"

Le Parisien: "Berlin s'invite à Paris en décembre"

Business Matters:  
"Berlin leads the way for venture capital Start-Ups"

Kurier Österreich:  
"Berlin-Brise in Wien"

## Statistics January to October 2015

Berlin Tourism Statistics January-October 2015				
Country of origin	Guests	Change in % over previous year	Overnight Stays	Change in % over previous year
Germany	6,301,521	+2.5	14,126,654	+2.9
Sweden	155,434	+6.8	406,511	+6.4
United Kingdom	450,980	+15.5	1,235,193	+19.1
Austria	129,022	+0.4	330,796	+0.2
The Netherlands	252,431	+3.9	709,452	+3.7
France	185,182	-2.1	515,615	-2.9
<b>Total</b>	<b>10,403,986</b>	<b>+4.5</b>	<b>25,685,491</b>	<b>+5.6</b>

Source: Amt für Statistik Berlin-Brandenburg

**Pop into Berlin**  
visitBerlin / Berlin Tourismus & Kongress GmbH  
Am Karlsbad 11  
10785 Berlin, Germany  
presse@visitBerlin.de

popinto.berlin  
visitBerlin.de  
Facebook.com/Berlin & visitBerlin  
Twitter.com/BerlinTourism  
Instagram.com/visit\_berlin

in collaboration

