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CAMPAIGN: DSWGIVES DO GOOD POP UP
CLIENT: DSW
AGENCY: MARK STEPHEN

CHALLENGE

During the busy holiday season in NYC, DSW (Designer Shoe Warehouse) wanted to create a unique pop-up experience that taps into millennials' preference to be associated with businesses whose genuine values ideally align with their own.

OUR RESPONSE

Mark Stephen Agency produced the holiday-themed "DSWGives Do Good Pop Up." The unique, interactive environment put a spin on the otherwise profit-focused shoe retailer by encouraging visitors to be generous in donations to charity.

The shop focused on DSW's charities—BeStong, the student-led movement that empowers children to rise up against bullying, and Souls4Souls, provider of relief through the distribution of shoes and clothing around the world. Throughout the week, visitors were encouraged to donate their gently-worn shoes in return for VIP points redeemable at DSW stores through the on-site digital platform. They also had the opportunity to nominate a student to be an ambassador for BeStrong. The nominations were posted to social media then mailed to the recipient directly from the shop.

Following the opening event for influencers and press, the week of activities included a DJ and receptions for all shop attendees.



Once the physical pop-up wrapped up, Mark Stephen Agency developed the virtual version that enhanced the program through a fully interactive digital walk through, giving extended reach while creating a truly hybrid event.

Among trade press remarks was this compliment, "The 'DSWGives Do Good Pop Up' proved to be a model for a new type of pop-up."

