



POP-UP, ENGAGE INTERACTIVE POD & DIGITAL PLATFORM

POP-UP, ENGAGE

Pop-Up, Engage... is a new way to engage your audiences with an integrated 3D + digital exhibition.

Pop-up, Engage is a simple, cost-effective package that transforms any space into a dynamic communication experience.

The package comes with a lightbox unit that can be designed any way you like (4x sides). This is combined with a versatile interactive digital platform that takes any kind of media content.

Pop-up, Engage works in any location, extends your reach to anyone with a smartphone, tablet or PC and can make signage, posters or leaflets interactive.



A NEW WAY TO ENGAGE
YOUR AUDIENCE...

ANY SPACE... ANY AUDIENCE... YOUR STORY...

Pop-up, Engage is a unique way to reach new audiences.

To grab their attention with a bespoke eye-catching Lightbox. To engage them through the technology they carry and use every day – smartphones, tablets and PCs.

Pop-up, Engage reduces the time, effort and specialist skills needed to deliver a top quality, interactive exhibition experience.

Culture and Heritage Storytelling

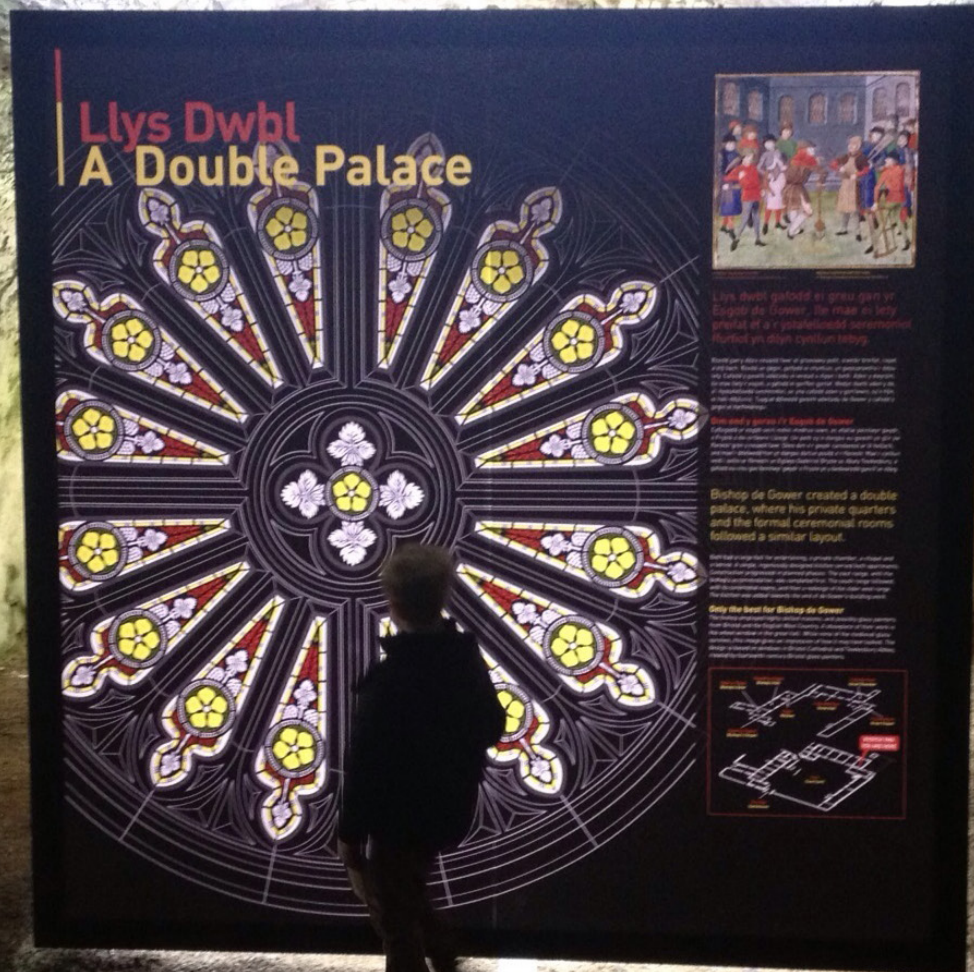
Pop-up, Engage turns any space - a gallery, a church, a school, a shopping centre, a country house - into a storytelling environment. The integration of digital includes people beyond the traditional visitor groups.

Commercial and Brand Narrative

Pop-up, Engage is an ideal model for brand experiences and public encounters. The lightbox takes your story out onto the streets and the digital platform puts it straight into peoples' hands.

Unexpected and Evolving Experiences

Pop-up, Engage is simple to transport, put up and take down. Single panels can be replaced and digital content can be changed at any time. This helps keep your experience fresh, encourages repeat visits and allows customisation throughout a touring programme.



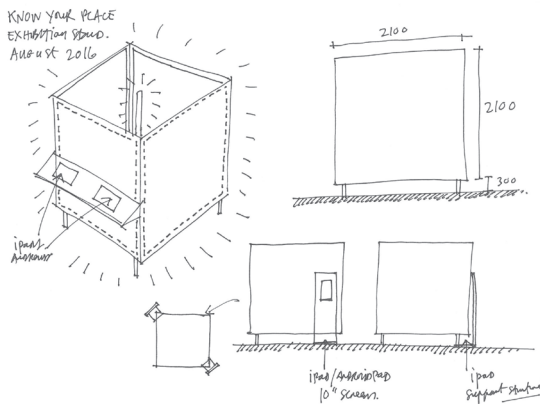
TRANSFORM ANY SPACE...

1

DESIGN YOUR LIGHTBOX

Following simple templates you select images and send us your designs. There's a range of creative services available to advise, support and inspire you, and a bunch of extras to boost the look of your Lightbox.

POP UP, ENGAGE: THREE EASY STEPS...

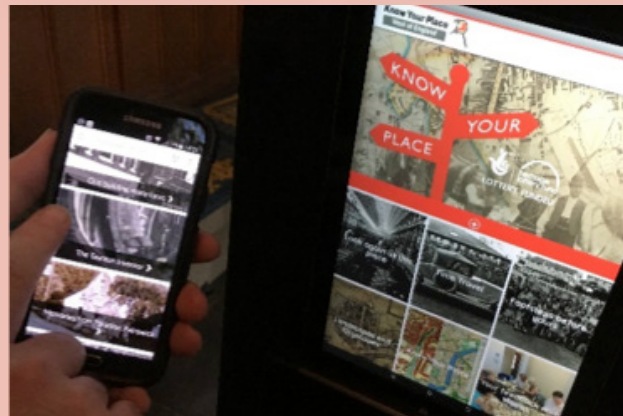
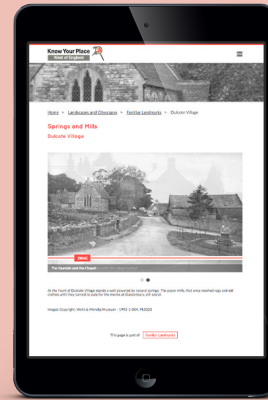


2

CREATE YOUR CONTENT

Following the simple, step-by-step instructions and templates you select and send us your digital content. You can tell your story through words, images, slideshows, films, audio recordings, animations, quizzes...and more.

We'll show you how to share, add, edit or remove your content at any time – we call this Remote Curation. You'll also get 250 designed leaflets/comp slips with dynamic links to your digital platform



3

STEP 3: PUT UP YOUR POD

This unit has been designed so that it can be put up or taken down two people in about an hour. The digital interactives come pre-loaded with all the correct kiosk software and simply need connecting to the internet.

This whole package can be transported in one small van. You'll receive your pod in a simple to construct pack with everything included. All you're going to need are some allen keys, a screwdriver, a WiFi password and a plug socket.



THE POP-UP, ENGAGE PACKAGE...

- **Designed Lightbox (Flatpack):**
- x4 Panels | 1x Central Light
- Dimensions –
180cm square x 200cm high
- (Each panel can be designed to look completely different)

Responsive Digital Platform for smartphones, tablets and PCs:

- 1x
- (Up to 200 pages of content)

Designed Interactive A5 Leaflets (URL, QR Code):

- 250x
- 3x lines of text (approx. 30 words),
background image, URL, QR
Code, logo
- Dimensions – A5
- (Possible to include NFC/Contactless links)



PHYSICAL MEETS DIGITAL...



CASE STUDY: KYPEXPLORÉ: TOURING EXHIBITIONS AND DIGITAL PLATFORM

KYPExploré is an HLF funded project to transform how and where people encounter the archives, heritage and local stories of the West of England.

We worked with South Gloucestershire County Council, Know Your Place, and more than twenty public and private collections and archives, to rediscover local heritage stories and retell them. Content was geolocated through Google Maps and linked seamlessly into Know Your Place's own online heritage mapping platform.

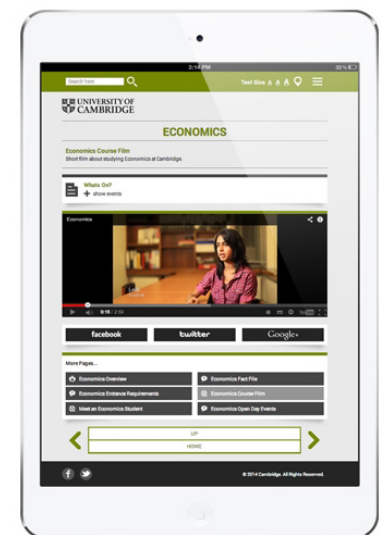
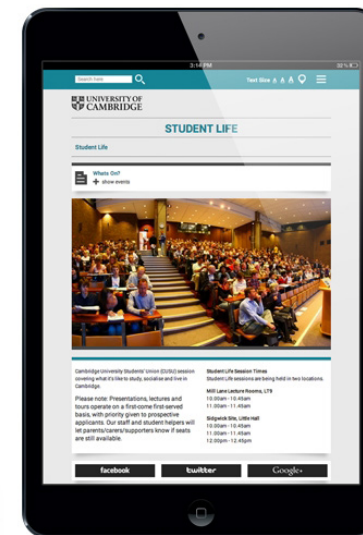
Four *Pop-up Engage* pods visited over 16 venues including libraries, schools, shopping centres, cathedrals, museums and historic houses. Over the five month touring period KYPExploré had thousands of visitors and generated nearly 40,000 digital page views per month.



CASE STUDY: CAMBRIDGE UNIVERSITY: DIGITAL PLATFORM, LEAFLETS, POSTERS

Since 2014, Cambridge University have used our digital platform to communicate with prospective students and their families on Open Days. They use location based, branded content, triggered by signage, leaflets and posters, to tell the stories of the university, the courses it offers, and give a sense of the student experience.

Content is geo-located through Google Maps and guides visitors around the dispersed city-centre campus. In July 2017 alone, CamExplore generated more than 206,000 page views.



OTHER CLIENTS AND PARTNERS INCLUDE:



Follow this Link to explore some more of our projects [click here](#)

POP-UP, ENGAGE: THE INVENTORS



More than 20 years' experience developing 2D and 3D designs for a diverse range of cultural, heritage and branded communication.



More than 25 years' experience advising and supporting clients in cultural mediation, interpretive planning and narrative development.



More than 10 years' experience creating integrated (physical + digital) communication experiences and location-based storytelling.

Follow this Link to explore some more of our projects [click here](#)

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