



## PIGSKIN POP-UP: LIDS GOES BIG FOR ITS SUPER BOWL PRESENCE

IMAGE4.COM

Regardless of who won on the field at Super Bowl XLVI® in Indianapolis, the LIDS Sports Group planned to be the real winner by creating the largest pop-up store in the history of retail events.

Considering the time and monetary investments needed to move this project downfield, LIDS looked for a partner with years of experience creating experiential and event-focused retail programs. They chose Image 4.



### Scouting Report

LIDS identified a vacant retail space just three blocks from Lucas Oil Stadium. Converting the legacy location into a 25,000 square foot “pop-up” shop proved the perfect solution to create a memorable experience for visitors to the Big Game, as well as to boost LIDS’ sales.

### Crowd Pleaser

With six NFL teams within a days’ drive of Indianapolis, the crowd draw was sure to be large. An excellent experience and retail design was critical to handle the in-store traffic.

### Playbook

Image 4 created a master “experience map” for the retail event, considering and optimizing every consumer interaction with the brand. Alongside the LIDS’ merchandising team, Image 4 wove together displays, interactive games, and both historical & contemporary imaging to deliver a Big Game experience.”

### Winning Play

To create interest and draw shoppers to the second-floor location, Image 4 designed, installed and lighted a 4-story, 60-foot long “hat sculpture”. Visitors rode the escalator through the sculpture into the shop.







### Touchdown

As visitors cleared the escalator, their eyes fell upon the largest “Madden” game ever created, including a playing field, bleachers, multiple controllers and a huge video wall. Brand ambassadors managed the area so it was safe for children while parents enjoyed the shopping.

### Fan Reaction

The immense scale and experience generated community interest via social media and drew a high fan turnout. Extensive promotional efforts by LIDS’ internal team, combined with a local media buy, also drove traffic to stores nationwide. Additional press coverage, on-site talent interviews, and the aforementioned community interest all served to raise revenue for the project.



### In Game Adjustments

LIDS and Image 4 staff measured traffic in real-time, and were able to make on-the-fly merchandising and layout adjustments when traffic far exceeded projections.

### Running Up the Score

Sales at the location, and in three ancillary pop-up locations, far exceeded plan.

### Gameday Experience

In-store and in-brand immersion times were over triple an average retail dwell time.

