



POP IN ST ANDREWS

JUNE, 15TH 2019

PRESENTATION

PARTNERSHIP

CONCEPT /

RENEW URBAN TOURISM



- Pop In the City is a **feminine urban raid** that allows hundreds of determined women to **discover a different European city** several times a year in an **unforgettable way**.
- **500 female participants** gathered for a **8 hours race** and **30 challenges** split into 5 categories (art, sport, extreme, charity and culture)
- **Tourism experience** and **Women empowerment**
- **7 events** per year, **550 participants** per occasion, **23nd occasion** since 2012
- **Already sold out**
- Event supported by **BID St Andrews & St Andrews' Chair Of Tourism**



ST ANDREWS

PALMA DE MAJOURQUE



English subtitles available

THE D-DAY

- From 7 a.m. to 5 p.m. 550 women will, per pair, go all over the city and will have to take up as many challenges as possible. Equipped with a roadbook, they'll solve enigmas which will lead them to those challenges where they'll discover symbolic places as well as unexpected venues.
- 30 Challenges, spread over the city are split into 5 categories: art, culture, sport, charity and extreme pushing the participants (the "Popins") out of their comfort zone.
- A challenge is a 20 minutes community activity allowing the Popins to discover an aspect of the city, a charity, a local sport club etc. making them discover the city like never before,
- Flow management: the teams choose their own way, therefore there are never more than 20 participants per activity.
- Logistic: There are at least 2 members of our team per activity. They will host the Popins and help the contractor reminding the different rules and giving their green light for the challenges.

THE CHALLENGES/

HAVE FUN AND PROMOTE LOCAL HERITAGE



BRUSSELS

Go down the Atomium
with a Tyrolean



PALMA DE MALLORCA

Have an escape game
In the Bellver Castle



SEVILLA

Demonstrate against
domestic violence



NICE

Fight against gladiators
Inside the Cimiez arena



HAMBOURG

Create a sculpture with
former cinema sets



THE PARTICIPANTS/ INVOLVED AND CONNECTED

35
YEARS OLD

Average age of a
Popin.
80% aged between 25 and 45

PROFILE+
URBAN
ACTIVE

CURIOUS
OPEN UP TO
EUROPE

35%
OF THEM COME BACK

35% of the Popins are repeaters



COMMUNITY

ACTIVE AND INVOLVED



3 600
Followers

4 000
#popinthecity



NEWSLETTER

13 000
Subscribers

30%
Opening rate



17 500
Visiteurs

Per months
On our website



20 000
likes

4 000 000

Reach in 2018

520 000

Engagement in 2018

MEDIA COVERAGE



CLICK ON THE ICONES TO READ THE ARTICLES

WHY POP IN ?

LINK WITH AN UNESPECTABLE EVENT



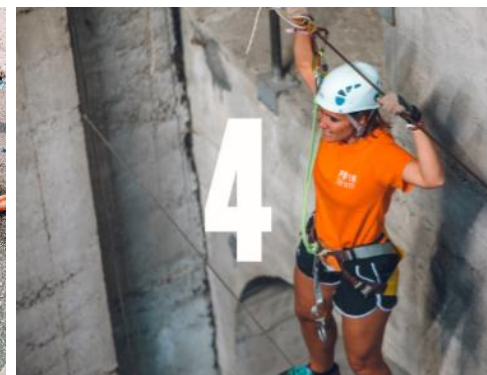
Send an up to page image to
an influent community



Make the city shine through a
value creator event



Highlight the local diversity and
promote the touristic offer



Create an emotional link with
the participants to make them
your city's ambassadors

PARTNERS' VISIBILITY



1. Social media communication

Communication before, during and after the event including a live broadcast during the event, a direct link to your website and your hastags



2. Website and newsletter

Recap of the challenges sent via our post event newsletters; dedicated blog article available on our website, etc.



3. Free access to our photos and videos

Official photographer on site, press & media and Thank-you message in the event's video.

4. Visibility towards our participants

- Have a **direct impact** on our participants: a **high interest for tourism** and a high purchasing power target
- Create a **strong emotionnal link** with the participants to make them your **ambassadors**: take advantage of their **community**
- Your brand in the **City Guide** specially made for the event, including all **the places we recommand**, available on our **website** for our entire community

CONTACTS

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