

SAMSUNG SDS



6,000 Product Samples in Just 7 Days: A Pure Leaf Pop-Up Shop Case Study

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PURE LEAF®

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Pure Leaf Background

Pure Leaf, the popular Unilever tea brand, was launching a new flavor to market and wanted to get real consumer feedback on the product through sampling.

Samsung Connected Spaces, a digitally-enabled pop-up platform and service, was perfect for a “flash” sampling activation. The project launched at Union Station in Toronto, and in just one week over 6,000 samples of hot tea were taken. 80% of pop-up shop visitors rated the experience 9 or 10 out of 10. 12% of the 100,000-plus passersby stopped to engage with the pop-up. Real-time insights helped inform product and experience strategy while providing a unique human touch-point with potential future customers.



Why Choose a Connected Pop-Up?

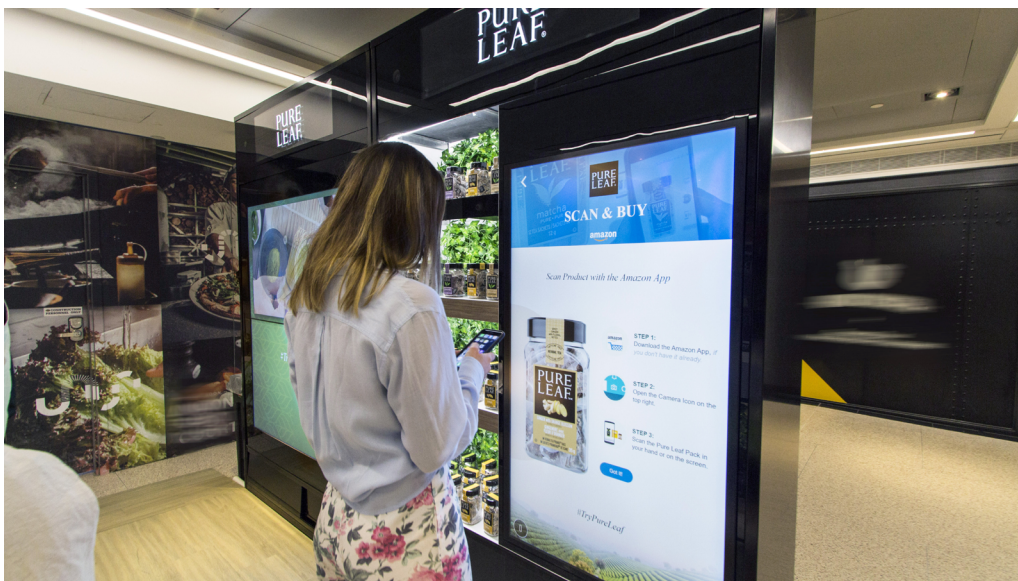
There are many ways to test a product's viability in a given market: user group sessions, online advertising, surveys, etc. However, none of these approaches are as agile, experimental, and data-rich as a Connected Pop-Up.

In an age where shoppers have high expectations for personalization, generic graphics and ads simply won't draw people in. The Connected Pop-Up features state-of-the-art Samsung digital displays to drive customer engagement. Messaging, advertisements, and graphic displays can all change in real-time based on demographic information.

Because all data is automatically anonymized, shoppers don't have to worry about privacy concerns. For the brands themselves, data informs decision-making by objectively showing what messaging works, what areas generate the most foot traffic, and which products resonate the most with shoppers.

Pure Leaf: Taking A New Product To Market

In January 2018, Pure Leaf collaborated with Barrows and Samsung to test a new product. The featured product was Pure Leaf Matcha, an "expertly crafted tea with high-quality leaves to give a tea lover the most authentic Matcha taste." The result was an immersive, hands-on experience: visitors of the pop-up were shown how to whisk their tea to get it to the desired form. After sampling the product, shoppers had the option to purchase via Amazon Scan & Buy.



Within one week of pop-up shop activation, Pure Leaf sold 214 units — a 193% increase from the 73 units sold in the year before.

Additionally, one of the biggest benefits of using Connected Spaces by Samsung was ease of setup: it took **less than 90 days** to go from an idea to a fully functional pop-up.

“We came up with this idea in January, and now it’s the first week of April and we’re already executing.”

Shagufta Hooda | Brand Building Manager, Unilever Canada

Pure Leaf’s Insights

Powered by Samsung’s Nexshop analytics platform. Pure Leaf was able to gather demographic information, footfall, zone counts, heatmaps, and more.

“The data enablement powered by Samsung’s Nexshop platform allows you to really understand who your shopper is.”

Steffen Schenk | VP Innovation & Partnership, Barrows North America

Get In Touch

Consider employing a Connected Pop-Up to quickly & seamlessly generate valuable retail and customer insights.

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Schedule an Exploratory Call [📅](#)