

UKS31880

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POPUP COLLAB

Yes, I have had the opportunity to use the charity material, the t-shirt. I put up the picture of the t-shirt on my social media accounts and also mentioned that the product was for charity. I spoke about it in my post on social media platforms that as Instagram and Twitter. I wrote about the charity organisation Mind and also spoke about their activities. Along with a few pictures of the charity organisation, I spoke about the importance of Mental Health on my social media platform.

On the day of Popup 1, we put up a hoarding beside the football match ground informing people about the product and the cause behind the charity. the digital hoarding attracted the customers to the match which lead to conversations among the customers as well as with us where we talk about the processes of the organisation as well as the people they support. we also ended up talking about mental disease and the importance of having a healthy state of mind

Before popup 2, we created a social media campaign on Twitter for 2 days before the confectionery stall was launched. On the first day, we create a hashtag with the name “beautiful MIND” and shared the story of the Charity that we were engaged in and ask others to share their own. On the second day, we collaborated with 2 social media influencers in order to promote the charity t-shirt (Hermenda *et al.*, 2019). We provided them with videos and images of the charity organisation which they shared on their social media profile and talk about the cause of the charity. They also share pictures of them wearing the t-shirt and asking followers to support the cause. This had a positive impact on the crowd gathering around the stall which positively contributed to the collection of funds that way to be donated to the mental health support organisation during the day of the football match. Both of these advertising caused people to get attracted to and added to the collection of funds. The funds raised from both events were donated to the charity organisation.

Both advertising strategies help the popups together huge crowd which ultimately contributed to the success of the popups. People spoke about the good cause of the Charity organisation

which further created awareness as well as the conversations around the Mind acted as a word of mouth for the popup as well.

Conclusion

Based on the discussion it can be concluded that organising popups in order to raise funds for charity can be a challenging task. the above report highlights the Trends of the popup is the location of organising them. it further discusses the opportunities in terms of possibilities of engaging with sponsors and building a local football team for the events. It even discusses the weaknesses and threats of fundraising events as well. the report pinpoint the fact that since the events were organised inside the university, an acceptable number of crowds was easily available within the university premises. in addition to that the football competition especially attracted the crowd due to the curiosity and excitement around the event. on the other hand, the confectionery stand was able to gather even more crowd than the first pop up event. The success of the events where measured on the basis of the collection of the funds which can be seen on the financial statement of the overall collection From the event. it can also be concluded that due to making efforts into Advertising and Marketing the events, it was capable of gathering a much more crowd which led to a greater collection of funds in pop-up 2 than in the first one.

In addition to that, the purchasing behaviour of customers in the events also sheds light on the fact that Due to the rising inflation in the market, the purchasing power of the customers is decreasing. As a result of this, customers prefer to purchase products of necessity instead of products of luxury. Based on this understanding, the prices of the products were shifted to meet the demands and preferences of the customer. The report also makes suggestions based on the experience of the fundraiser events and discusses ways in which they could have been improved.

References

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