



mop/up™

the one-of-a-kind

mobile pop-up concept

Introduction to B2B Customers



# MOP/UP™ ADVANTAGES

- ▶ For Segway PT's only
- ▶ New channel for advertisers
- ▶ Unique one-of-a-kind
- ▶ For promotion, sales
- ▶ Industrial use (new possibility)



# MOP/UP™ IN BRIEF

- ▶ Patented mobile pop-up store/promotion stand concept
- ▶ The pop-up part has space for promotional/sales items and 2m2 of display
- ▶ Mobile. Mobility through an Integrated Segway PT
- ▶ Operated by a single person, short learning curve to operate
- ▶ Mobility allows taking brands where customers are
- ▶ Mobility attracts more attention
- ▶ Traffic and food regulation approved



# MISSION STATEMENT

- ▶ We help advertisers gain advantage by:
  - ▶ Increasing customers brand recognition
  - ▶ Highlight brand values
  - ▶ Do mobile promotions & sales
  - ▶ Brand and catch with new mobile trash bin and service trolley solution



# VISION

- ▶ To make mobile pop-up solutions a key element in the marketing mix



# STRATEGY

- ▶ To find global customers
- ▶ To be a part of customers media mix OOH\*
- ▶ Sell or rent mop/up™ custom made solutions

\* OOH = out of home advertising



# COMPETITION

THERE IS NOTHING IN THE MARKET WITH SAME  
POSSIBILITIES!

OTHER OPTIONS NOT NEARLY AS VERSATILE, SUCH AS:

3-wheel bicycles



Stands



Pop-up cars



Wheelbarrows



# BUSINESS SEGMENTS DEFINITION

- ▶ Three main pop up sectors are:
  - ▶ Indoor & Outdoor Marketing
    - ▶ Interactive elements (live picture and sound)
  - ▶ Kiosk Marketing/Selling
    - ▶ Hot and Cold food, beverages, fan-kiosk etc..
  - ▶ Industrial Solutions (new business area)
    - ▶ Trash Bin Trolley December 2017
    - ▶ Service Trolley January 2017
    - ▶ Tool Trolley March 2017





# CUSTOMER GO-TO MARKETING STRATEGY

- ▶ Select
- ▶ Plan
- ▶ Attract
- ▶ Measure



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# CUSTOMER DECISIONS

- ▶ Rent or purchase
- ▶ Location, design and marketing
- ▶ Start the planning process at least three months before opening



# ATTRACTING THE RIGHT TARGET GROUP

- ▶ Locations and routes
- ▶ Who do you want to be your ideal customer?
- ▶ Tapping with social media or event marketing



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# HOW CAN BRANDS MEASURE SUCCESS?

- ▶ Number of people that visit you
- ▶ Via sales lift in both your in-store environment and your e-Commerce site
- ▶ How many people sign up for email lists and engage through social media.
- ▶ “In a digital setting, these mop/up™’s are ideal for social media,”



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# UNIQUE MOP/UP™ EXPERIENCE

- ▶ Make your mop/up™ trolley relevant and unique.
- ▶ The consumer has different expectations from a mop/up™ trolleys then they do from a regular store.
- ▶ mop/up™ trolley is your opportunity to tell that story to the customer what you offer that's unique and different.



# PRODUCT DETAILS

- ▶ Segway i2 SE PT and mop/up™ trolley details:
  - ▶ Dimensions: width 67,50 x length 140cm x height 110cm
  - ▶ Weight: 68kg (Segway i2 SE 48kg, Trolley 20kg)
  - ▶ Recommended speed, pedestrian walking speed, ca. 6km/h



# CONTACT INFORMATION

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Home page: [www.segway.fi](http://www.segway.fi) (Trolley website open soon)

[Presentation video of trolley](#)

[Example of use \(Mad Croc\)](#)



