



RRD Launches New Pop-Up Solution to Create Memorable Experiences for Consumers

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New offering helps bring marketing concepts to life for RRD clients

CHICAGO--(BUSINESS WIRE)--With the growing need for brands to deliver powerful customer experiences to remain competitive, R.R. Donnelley & Sons Company (RRD) (NYSE: RRD), a leading global provider of multichannel solutions for marketing and business communications, today announced a new solution that allows retailers to create powerful in-person experiences for consumers. RRD's pop-up solution gives retailers the tools they need to develop, execute and capitalize on engaging consumer experiences, offline and outside of traditional stores.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20191024005237/en/>



Photo credit: Mathew Tucciarone

A pop-up store provides a unique, temporary retail experience executed outside the boundaries of a brand's store. The goal of a retail pop-up is to create unique brand interactions that make a lasting impression with potential customers. A recent study by **CB Insights**, a data analytics and research firm, notes that pop-up stores are proliferating across all retail sectors, illustrated by luxury fashion house **Louis Vuitton** that plans to open 100 pop-ups in 2019, up 25 percent from 2018. RRD saw an opportunity to support its clients in championing the pop-up trend through its all-encompassing Marketing Solutions platform. RRD offers retailers a single point of contact for the entire execution of a retail pop-up experience, from content

creation to the development of materials.

"We've seen the trend of retail pop-up stores really take off over the last six to eight years, with spend on pop-up activations up 16 percent in the last six years alone," said Toni Thompson, President, RRD Retail Solutions. "This trend is driven by the changing retail industry, the rapid growth of ecommerce, and the need for retailers to reinvent themselves to stay relevant. Pop-up stores offer an opportunity for retailers to hone in on customer experience, which is crucial for attracting today's shopper."

RRD recently completed a pop-up activation for **Swarovski**, the world leader for sparkling crystal creations. Located in Los Angeles, the pop-up included beautiful photo walls, a branded ice cream cart, and a custom DJ booth. RRD managed all sourcing, production, execution and management of the activation.

"Working with RRD allowed us to turn our vision of an interactive brand experience into a reality," said a Swarovski spokesperson. "RRD's expertise in consumer insights and industry innovation makes them the perfect partner for any brand looking to execute a pop-up shop."

For more information on all of RRD's retail solutions, please visit: <http://ms.rrd.com/retail>.

About RRD

RRD is a leading global provider of multichannel business communications services and marketing solutions. With more than 50,000 clients and 39,500 employees across 34 countries, RRD offers the industry's most comprehensive offering of solutions designed to help companies—from Main Street to Wall Street—optimize

customer engagement and streamline business operations across the complete customer journey. RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to create, manage, deliver, and optimize their marketing and business communications strategies. For more information, visit the Company's web site at www.rrd.com.

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