

POP UP CLUB



TOURIST OFFICES, CITIES, RESORTS, TOURISM ORGANISATIONS !

YOUR STOREFRONT IN BORDEAUX CITY CENTER

A UNIQUE CONCEPT ! A TEMPORARY SHOP + AN ALL-INCLUSIVE MEDIA PLAN !

8 COURS DU XXX JUILLET • 33000 BORDEAUX • FRANCE • POPUPCLUB@MEDIATOURISME.FR • T: +33 620 791 411

BORDEAUX CITY

THE WORLDWIDE CAPITAL OF WINE THROUGH ITS CHÂTEAUX AND PRESTIGIOUS VINEYARDS IN THE BORDEAUX AREA. THE CITY IS ALSO CONSIDERED AS A WORLD-CLASS GASTRONOMY AND BUSINESS TOURISM DESTINATION AND HOSTS SEVERAL INTERNATIONAL CONGRESSES.

POPULATION BORDEAUX IS THE SIXTH URBAN UNIT IN FRANCE.
THE CITY IS THE CENTER OF A LARGER METROPOLIS OF 814 049 RESIDENTS (2019).

SURFACE AREA BORDEAUX : 49,36 KM² / BORDEAUX METROPOLE : 578,22 KM²

DÉMOGRAPHIC GROWTH

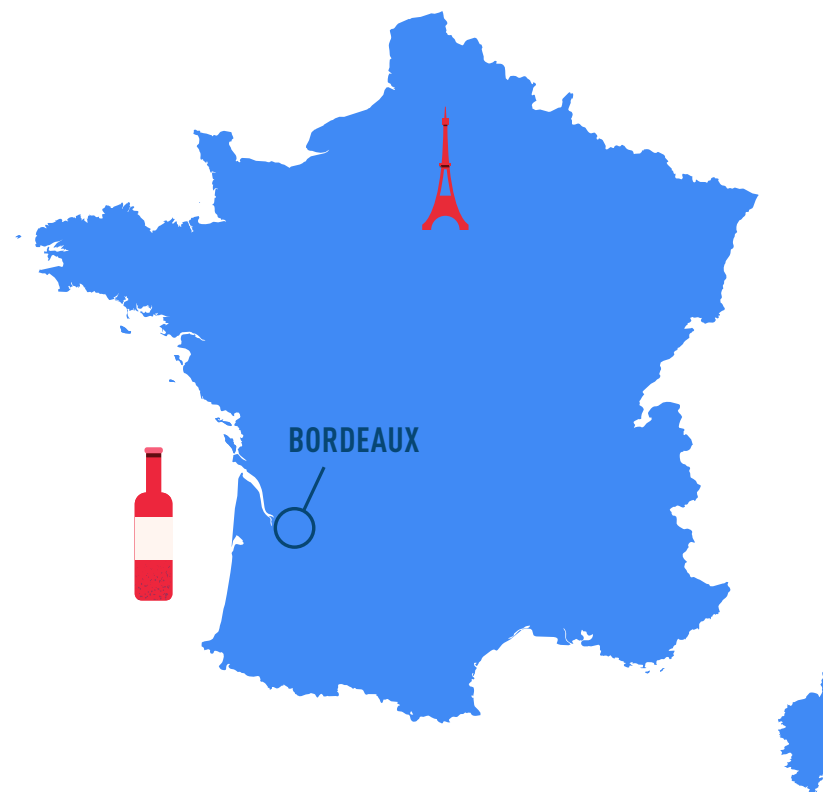
5,3% GROWTH BETWEEN 2011 AND 2016, BEING 1% PER YEAR.

1 MILLION RESIDENTS (975 000) PLANNED IN BORDEAUX METROPOLE FROM NOW TO 2030

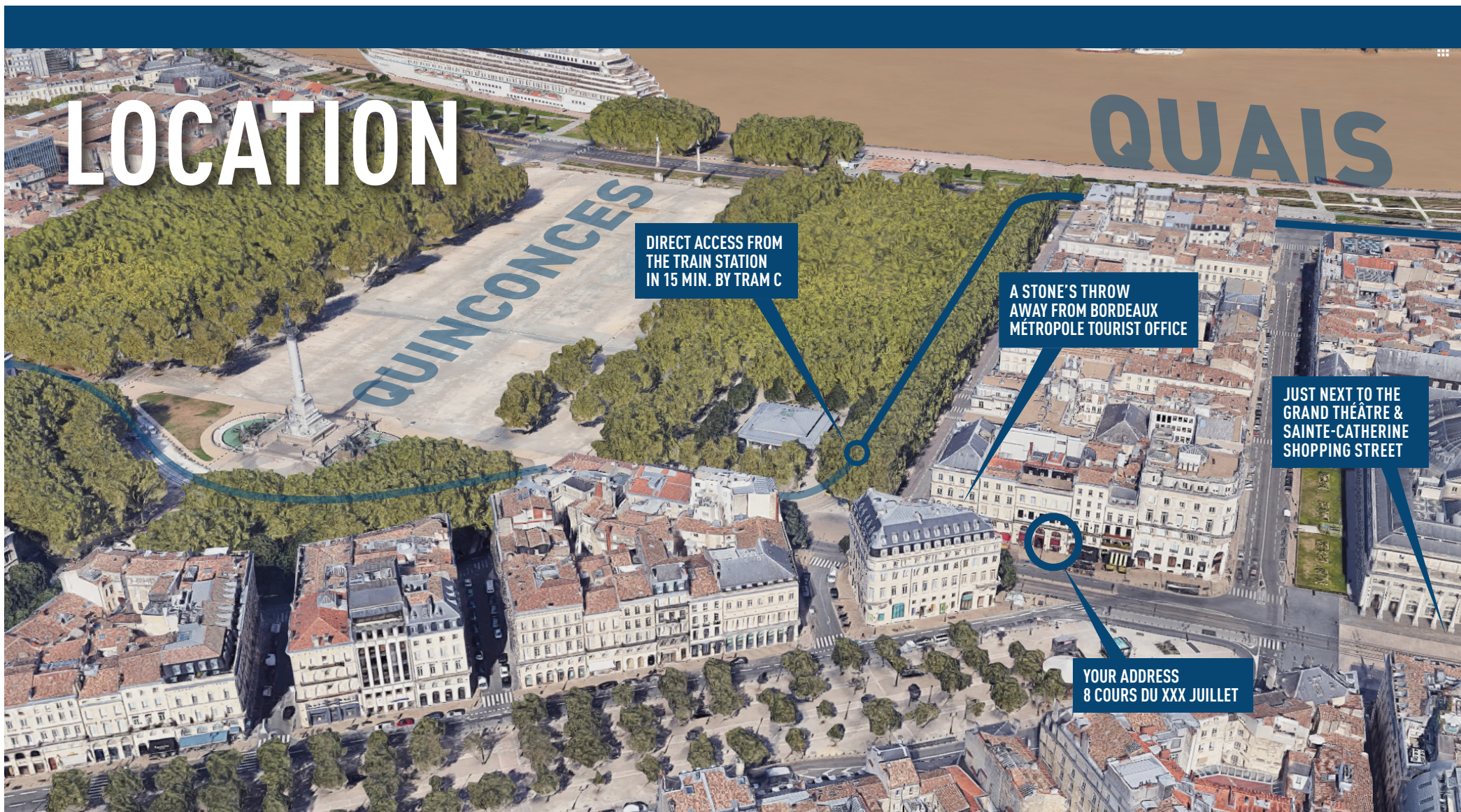
4 CERTIFIED CENTERS OF EXCELLENCE AND 15 CLUSTERS

BORDEAUX METROPOLE -100% CULTURE & ENTERTAINMENT

11 MUSEUMS / MORE THEN 15 FESTIVALS / 37 CONCERT HALLS & «CAFÉ-CONCERTS» / 17 CINEMAS / 1 CASINO /
2 STADIUMS / 1 SKATING-RINK / 1 OPERA / 101 PARCS AND GARDENS



LOCATION



POP UP CLUB

A STRATEGIC AND BUSY AXIS WITH HIGH FOOTFALL

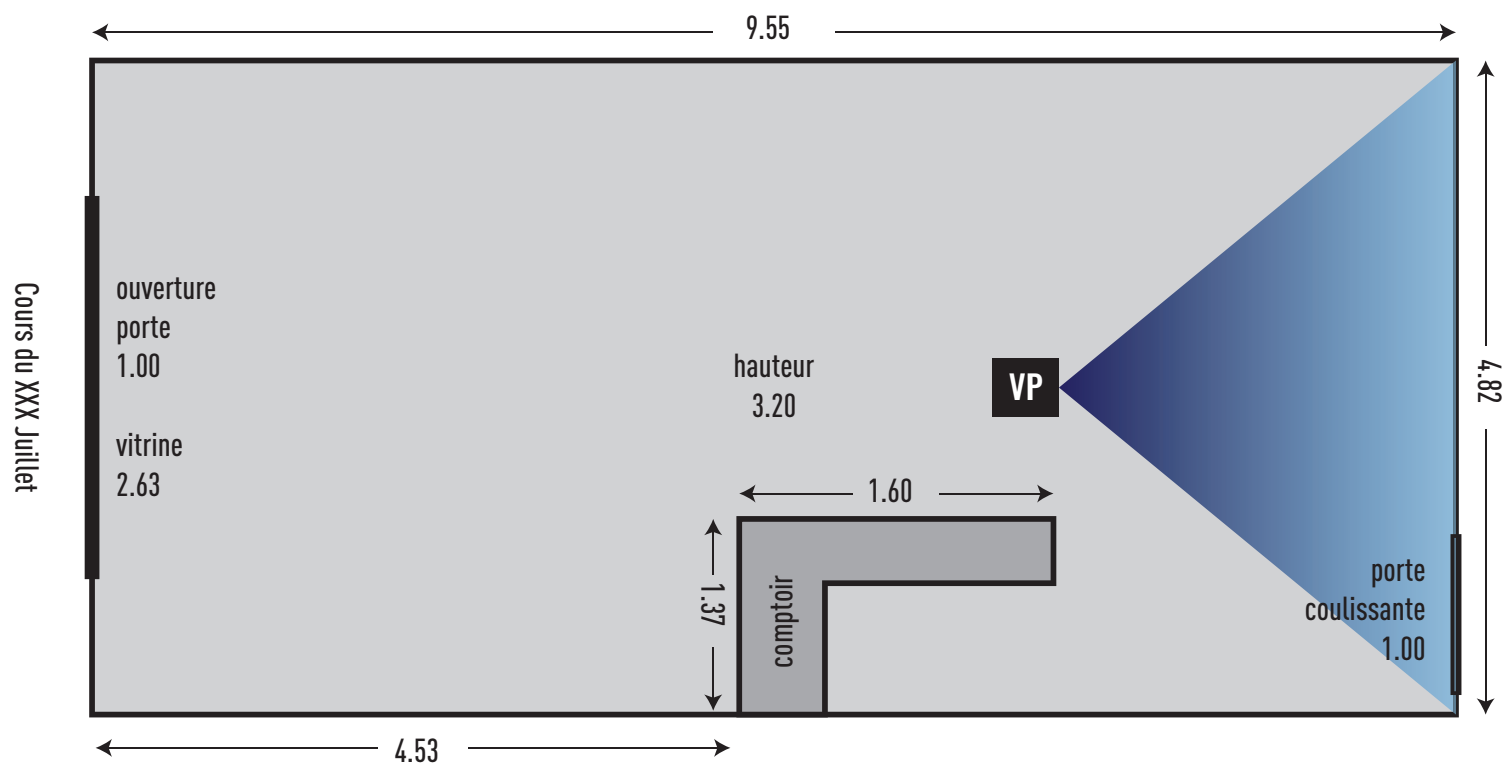
IN AVERAGE 3500 VISITORS PER DAY ENTER
THE BORDEAUX MÉTROPOLE TOURIST OFFICE



BETWEEN QUINCONCES TRAM STATION, THE TOURNY ALLEYS AND SAINTE-CATHERINE SHOPPING STREET

POP UP CLUB

PLAN



POP UP CLUB

IMMERSIVE PROJECTION
HIGH BRIGHTNESS
5.0 X 3.0M WALL IMAGE

BOSE SOUND SYSTEM
4 POINTS

PERMANENT
RECEPTION DESK

A 50M² CUSTOMIZABLE
MODULAR SPACE

A 7M² WINDOW DISPLAY
ON COURS DU XXX JUILLET

MODULAR DISPLAY
ON EACH SIDE

TECHNICAL PLAN

POP UP CLUB

POP UP CLUB IS ALSO A **360°** MEDIA SUPPORT FOR YOUR DESTINATION !

- PERSONALISED SIGN & WINDOW DISPLAY BRANDING (SEE-THROUGH STICKERS...)
- MOTION DESIGN : TAILOR-MADE SEQUENCES (BASED ON PHOTOS, VIDEOS, TEXT ANIMATION) FOR PROJECTION ON THE GIANT POP UP SCREEN.
- PRINT : A5 TWO-SIDED FLYERS, LEAFLET 8 PAGES,...
- STREET MARKETING & DISTRIBUTION : LEAFLETING NEAR THE POPUP CLUB, X-BANNERS, BICYCLE, DISTRIBUTION WITH SUD-OUEST WEEK-END
- PRESS : SUD-OUEST, SUD-OUEST DIMANCHE, S.O COVER BIG BANNER, S.O COVER TOP BANNER, BORDEAUX MOMENTS OR WE BORDEAUX.
- URBAN DISPLAY : CLEAR CHANNEL NETWORK, TRAM STATIONS, BUSES, 2M² CITY-CENTER DISPLAY, PARKINGS, TRAM TOTAL COVERING.
- RADIO : NRJ, NOSTALGIE, CHERIE FM
- MEDIA RELATIONS : PRESS RELEASE EDITING AND ISSUANCE TO THE MAIN LOCAL MEDIAS + METROPOLE & GIRONDE RADIO BROADCASTING.
- DIGITAL : SUD-OUEST DIGITAL, BORDEAUX MÉTROPOLE TOURIST OFFICE SCREEN NETWORK
- DATA : GIVAWAY, GAMES & CONTESTS ORGANISATION
- MUSICAL ENTERTAINMENT : PROGRAMMING, CUSTOMIZED PLAYLISTS

MEDIA, NEGOCIATED PARTNERSHIPS

POP UP CLUB



POP UP CLUB READY **TO SERVE** YOUR DESTINATION !

■ WELCOME & HOSTING FOR YOUR TEAM : ACCOMODATION & CATERING AT NEGOCIATED RATES NEARBY.

■ FURNITURE : RENTAL SERVICE THROUGH OUR PARTNER AMEXPO.
DESIGN YOUR INTERIOR ACCORDING TO YOUR NEEDS : STANDS, COUNTERS, SOFAS, CHAIRS...

■ KITCHEN AREA PROVIDED / CATERER SERVICE

■ METTING ROOM PROVIDED EQUIPED WITH A LARGE SIZE COLLABORATIVE SCREEN.

SERVICES

POP UP CLUB



2M² MOBILE ADVERT

STREET MARKETING



POP UP CLUB

SUD OUEST

BORDEAUX CAUDÉRIAN

Une page se tourne à la Villa Primrose Page 23

BORDEAUX

La Foire aux plaisirs au temps du Covid Page 15

BORDEAUX AGGLO

UNICOM OCTOBRE 2020 1000 ANS ET 1,30C

Police municipale Bordeaux en sous-effectif

Les policiers municipaux sillonnent la centre-ville et traitent circulation, port du masque... Page 15

INSÉCURITÉ

Avec un policier municipal pour plus de 2 000 habitants, Bordeaux est deux fois moins dotée que d'autres grandes villes de France. Reportage aux côtés de deux équipes, de jour et de nuit

Pages 16 et 19

SANTÉ BIEN-ÊTRE
Prévenir, soigner, guérir...
Octobre rose,
le mois du cancer du sein
Pages 42 et 43

ÉCONOMIE

**La France craint
une épidémie de
plans sociaux**

Des nouveaux licenciements sont attendus en 2021. Reportage à Bèthune (52) 860 emplois sont menacés chez Bridgeston Page 2-3

ROLAND GARROS

Le roi Nadal rejoint
Fédérer au panthéon
du tennis Pages 4 et 34

SUD OUEST

PRESS

BORDEAUX MOMENTS

#17 / juillet - Octobre 2020 / July - October 2020

BORDEAUX MOMENTS

FR

VOIES ET
EXCURSIONS
CITY AND WINE
TOUR PASS

Retrouver Bordeaux avec un grand air
Bordeaux: a breath of fresh air

Your travel & lifestyle magazine by Bordeaux Tourism

TOURISME
BORDEAUX
BORDEAUX
TOURISM

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POP UP CLUB



2M²



BUS



TRAM

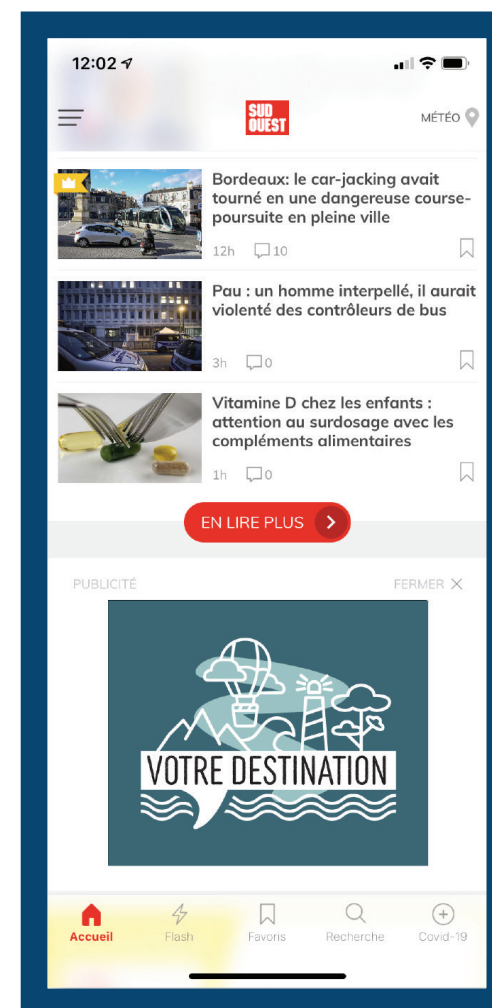
OUTDOOR DISPLAY



BORDEAUX MÉTROPOLE TOURIST OFFICE NETWORK

DIGITAL DISPLAY

SUD OUEST DIGITAL, MOBILE & WEB





A FEW PICTURES