

Brand Activation Inspiration



Why Merch Matters

Merchandise plays a powerful role in bringing activations to life, **creating deeper connections between brands and their audiences.**

Whether testing new product releases, rebranding efforts, or launching a pop-up, the right merch enhances the experience, making it more immersive and memorable. Thoughtfully designed giveaways and promotional items not only **attract customers** but also **serve as lasting touchpoints** long after the activation ends.

From **Instagram-worthy moments** that boost organic social reach to **seasonal activations** that capitalise on major events, merchandise helps maximise engagement.

It also bridges the gap between **e-commerce and the physical world**, allowing brands to leverage customer data to create more personalised experiences. In a competitive retail landscape, the right strategy turns activations into impactful brand-building opportunities.



Oroton Give Well Activation

Sydney, Australia

Oroton brought its Give Well campaign to life with a standout pop-up van in Martin Place and Bondi Beach.

The activation created excitement with an exclusive offer: the first 100 attendees received gift packs filled with Oroton goodies, all packed in custom tote bags produced by MyMerch, generating buzz and encouraging early arrivals.

The campaign also supported the GiveWell organisation, an independent nonprofit focused on helping people do as much good as possible with their donations.



Rhode Pop-Up Giveaways

New York, USA

Hayley Bieber's brand has mastered the art of anticipation, with pop-up stores drawing massive lines upon opening. But what sets them apart is how they've turned the wait itself into an experience.

By strategically offering exclusive treats and merch giveaways, they've sparked a viral social media trend—where people share their in-line hauls, making others want to join the queue. What was once a dull wait is now an exciting, shareable moment—all thanks to smart brand strategy and the power of merchandise.



MECCA PR Event

Sydney, Australia

MECCA promoted a range of exclusive skin products at its PR Event. When entering the room, guests were engaged in a MECCA-inspired theatre experience, where bold colours dance alongside contemporary neutrals.

Bathroom fixtures were incorporated to add a touch of intrigue and create interest, including an upcycled basin and glass bricks, at selected stations. This setup invited guests to explore and try new products. Embroidered towels, mirrors, plants, and trays enhanced the aesthetic, while selfie mirrors with campaign messages provided perfect opportunities for branded social content.



HOKA Run Club

Melbourne, Australia

The Hoka Run Club concluded at the Hoka store in Chadstone, where a refuel station was set up for customers.

Runners had the opportunity to create memorable moments with the brand, enjoying the coffee station and receiving a gift with purchase, along with special offers. Additionally, the staff uniforms were thoughtfully aligned with the activation.

The inclusion of branded merchandise further extends the reach of the event, allowing the brand's presence to continue well beyond the activation, reinforcing brand awareness and loyalty.



Drunk Elephant Bright Days Ahead

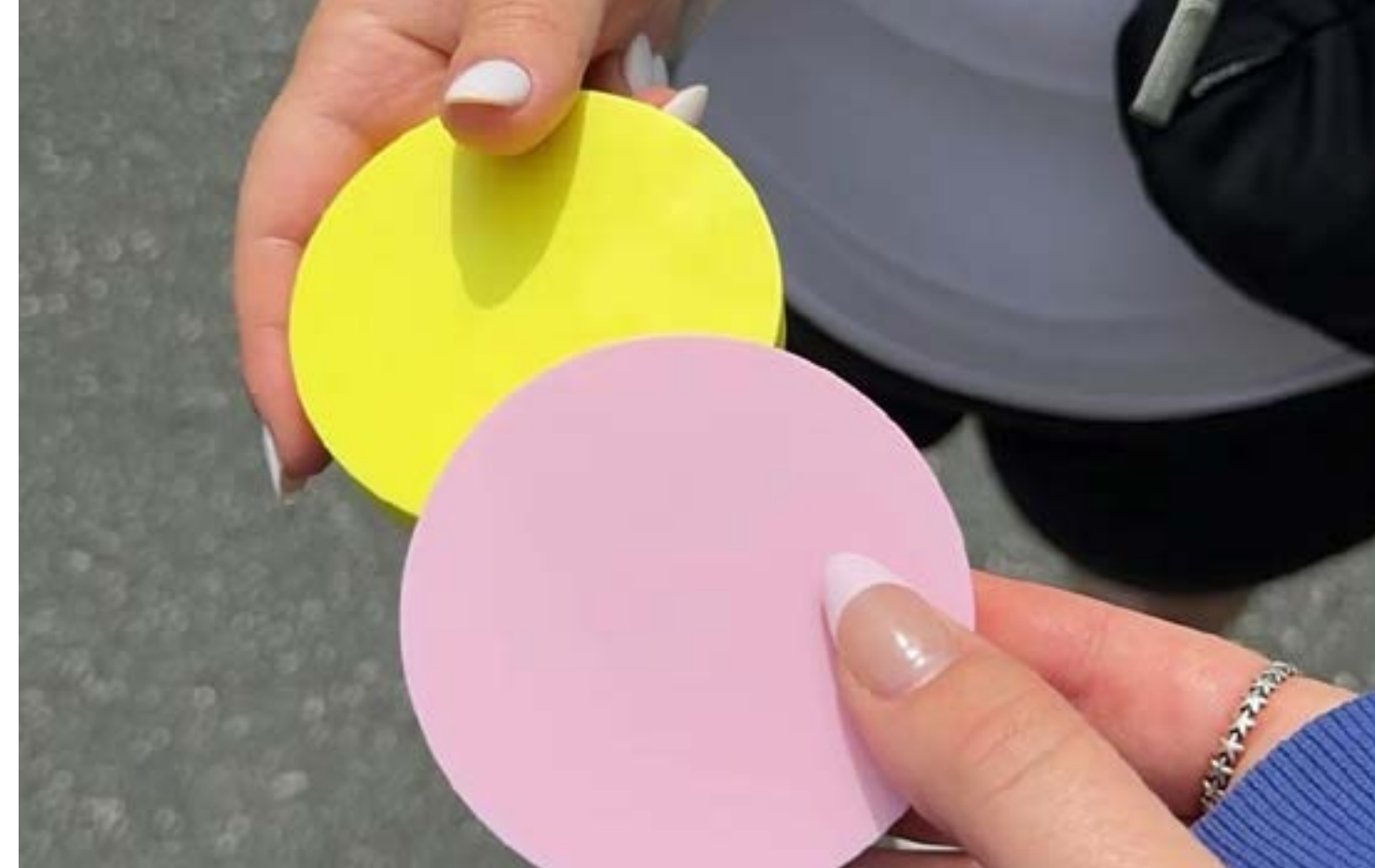
New York & Los Angeles, USA

Drunk Elephant hosted a pop-up event in New York City to celebrate the launch of their C-Luma Hydrabright Serum.

The pop-up offered attendees skincare consultations, free samples, and exclusive merchandise such as tote bags and cosmetic bags.

They also gave attendees in the queue the chance to get some free mini compact mirrors, if they answered some trivia questions.

A great way to engage with skincare enthusiasts, whilst showcasing your brands offerings.



Summer Fridays Beach Club Pop-Up

Sydney, Australia

Summer Fridays turned its Endless Summer Beach Club activation into a moment to remember.

With over 5,000 attendees across two days, the pop-up was packed with fans eager to get their hands on exclusive branded merchandise, collectible postcards, and complimentary product samples. Paired with free Messina ice cream, the giveaways kept the energy high and the queues long. Thoughtful merch can turn brand activations into must-attend events.



Owala The Drip Stop

Los Angeles, USA

Owala hosted a two-day pop-up event in LA called the “The Drip Stop” to unveil their new SmoothSip Slider coffee mug.

Attendees enjoyed complimentary coffee served in innovative Owala coffee mugs, exclusive merchandise, and engaging activities.

The event aimed to showcase Owala’s commitment to product innovation and provide a fun experience for the community.



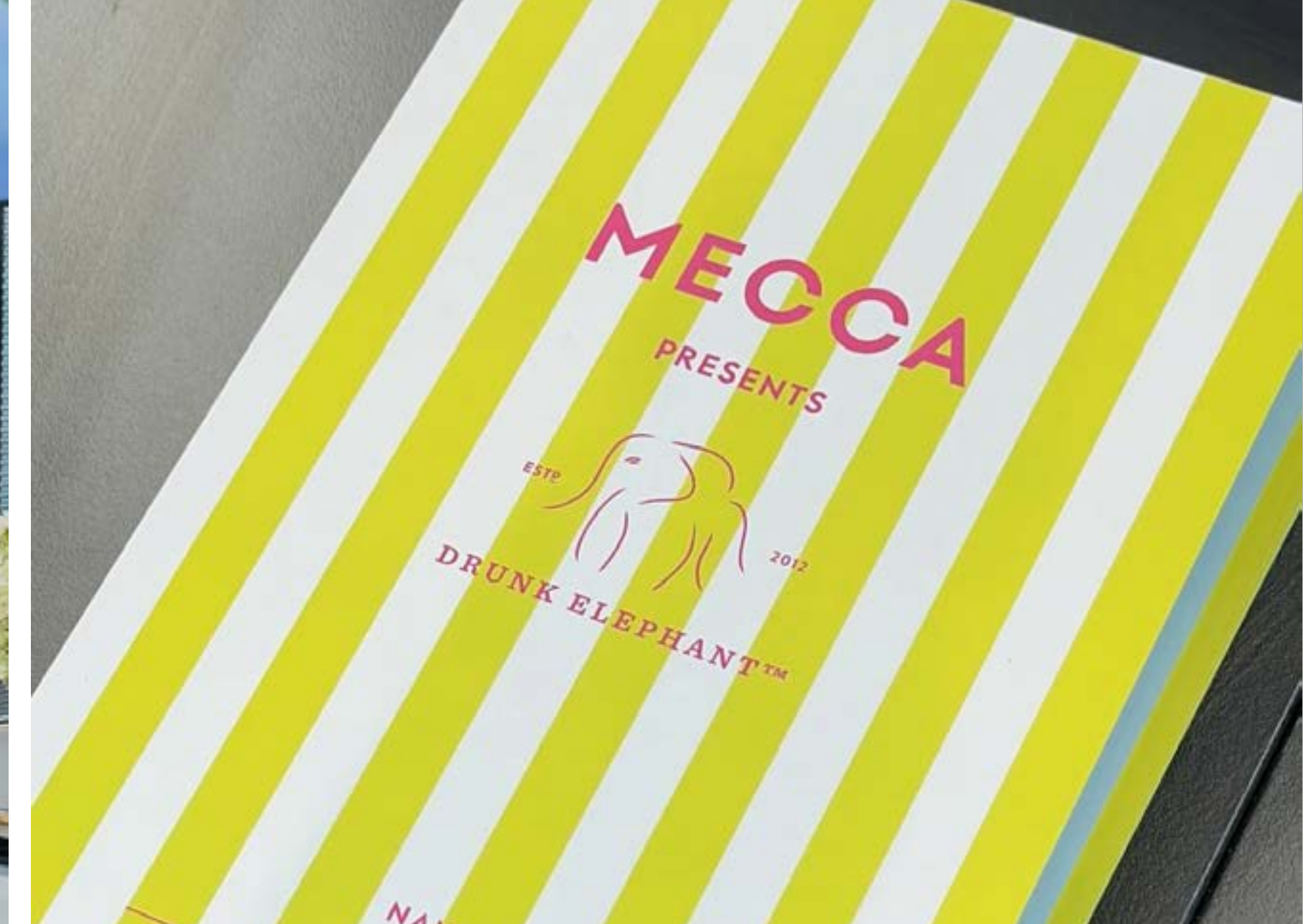
Drunk Elephant MECCA Drop Shop

Melbourne, Australia

The Drop Shop was a collaborative pop-up experience that took place in Melbourne, bringing together Drunk Elephant's skincare products and MECCA's beauty expertise.

The launch event featured personalised skincare consultations with skin specialists, allowing attendees to create their ideal skincare routines.

Exclusive merchandise and limited-edition items were also available at the MECCA Presents pop-up space at Melbourne Central. Items such as a unique robe and complimentary yellow puff pouch attract visitors and enhance the experience.



Stanley Pick 'n' Mix Pop Up

Sydney, Australia

The Stanley Pick 'n' Mix pop-up brought an immersive, hands-on experience to Sydney! Attendees could customise their dream Stanley Quencher, mixing and matching lids, straws, and bodies to create the perfect colour combo.

Beyond personalisation, the event is packed with shareable moments, including a dedicated photo zone to capture the unique creations. For an extra touch of exclusivity, customers received a surprise gift. Merch isn't just about the product, it's about the experience.



Thank you

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