

SHOP DROP

BRAND PARTNERSHIP GUIDE

2026

AMPLIFYING THE WORLD'S MOST INSPIRING BRAND EXPERIENCES.

Curated by Tim Nash

YOUR EXPERIENCE DESERVES A BIGGER AUDIENCE.

Brands invest millions creating flagship stores, pop-ups, immersive activations, exhibitions, window displays and physical experiences.

Too often, the story ends when the doors close.

Shop Drop Daily extends the life of your investment by putting your experience in front of the global retail community that matters most.

Through editorial storytelling, social amplification and thought leadership, we help exceptional brand experiences reach the people shaping the future of retail.

WE WORK WITH BRANDS DELIVERING.

- Flagship Store Openings
 - Pop-Up Experiences
 - Brand Activations
- Experiential Marketing Campaigns
 - Retail Launches
 - Window Displays
 - Exhibitions
 - Product Launches
- Hospitality Experiences
- Cultural Collaborations

OUR AUDIENCE.

Retail Brands
Luxury Brands
Consumer Brands
Creative Agencies
Brand Directors
Marketing Leaders
Creative Directors
Retail Designers
Architects
Developers
Industry Consultants

Farm to Table **OUR REACH.**

135,000+ Website Visitors (YTD)

76,000+ LinkedIn Followers

52,000+ Instagram Followers

51,000+ Newsletter Subscribers

5.5 Million LinkedIn Impressions (YTD)

1.5 Million Monthly Instagram Views

WHY PARTNER WITH SHOP DROP DAILY?

Creating an exceptional experience is only half the story.

The other half is making sure the right people see it.

Every day, Shop Drop Daily inspires thousands of professionals responsible for creating tomorrow's retail experiences.

Our editorial partnerships help brands maximise the value of their physical marketing investment by extending reach, increasing visibility and creating lasting industry recognition.

**We don't produce advertisements.
We tell stories worth sharing.**

EXPERIENCE AMPLIFICATION.

HEADLINE EXPERIENCE FEATURE

Our flagship editorial package celebrating your brand experience. Perfect for flagship stores, major activations and global launches.

Includes:

- Homepage editorial feature
- Shop Drop Daily article
 - LinkedIn feature
 - Instagram feature
- Permanent archive

£2,500

EXPERIENCE SHOWCASE.

AN EDITORIAL ARTICLE CELEBRATING ONE
EXCEPTIONAL ACTIVATION OR EXPERIENCE.

Designed for projects that deserve industry recognition
without requiring homepage prominence.

Includes:

- Editorial feature
- LinkedIn feature
- Instagram feature
- Permanent archive

£2,100

BEHIND THE EXPERIENCE.

A LONG-FORM INTERVIEW EXPLORING THE THINKING BEHIND
YOUR EXPERIENCE WITH THE PEOPLE WHO CREATED IT.

Ideal for brand leaders, creative directors and marketing teams.

Includes:

- Editorial interview
- LinkedIn feature
- Instagram feature
- Permanent archive

£2,250

SOCIAL AMPLIFICATION OPPORTUNITIES.

Designed to maximise the visibility of your activation
across Shop Drop Daily's engaged global community.

INSTAGRAM FEATURE POST.

A DEDICATED INSTAGRAM FEATURE CELEBRATING YOUR ACTIVATION OR CAMPAIGN.

Includes:

- Dedicated Instagram post
 - Editorial caption
 - Brand tagging
 - Creative storytelling
- Community engagement

£1250

SHOP DROP SNAPSHOT.

A HIGH-IMPACT INSTAGRAM STORY FEATURE.

Includes:

- Up to 10 Story slides
- Brand tagging
- Saved to Story Highlights

£750

LINKEDIN FEATURE POST.

A DEDICATED LINKEDIN FEATURE SHOWCASING YOUR ACTIVATION TO SENIOR RETAIL AND BRAND PROFESSIONALS.

Includes:

- Dedicated LinkedIn post
- Editorial commentary
- Brand tagging
- Professional audience reach

£1,500

SOCIAL AMPLIFICATION PACKAGE.

MAXIMISE CAMPAIGN VISIBILITY ACROSS BOTH SHOP DROP DAILY CHANNELS.

Includes:

- Instagram feature post
- LinkedIn feature post
- Editorial storytelling
 - Brand tagging
- Cross-platform amplification

£1,950

ANNUAL BRAND PARTNERSHIPS.

AMPLIFY YOUR EXPERIENCES. INSPIRE YOUR TEAMS.
SHAPE THE FUTURE OF RETAIL.

Designed for brands investing in physical retail, experiential marketing and brand experiences throughout the year.

More than editorial coverage, Shop Drop Daily partnerships combine global visibility, industry recognition and ongoing inspiration for the teams creating tomorrow's customer experiences.

AMPLIFY.

**FOR BRANDS LOOKING TO MAXIMISE THE IMPACT OF
THEIR BIGGEST PHYSICAL CAMPAIGNS.**

Perfect for flagship launches, pop-ups, activations and brand experiences requiring additional industry visibility.

Includes:

- ✓ 4 Headline Experience Features
- ✓ 4 Shop Drop Snapshot Story Features
- ✓ 10 Shop Drop Daily Premium Memberships (worth £790 per year)
- ✓ Priority editorial scheduling

£10,000 per year

ENGAGE.

FOR BRANDS DELIVERING MULTIPLE EXPERIENCES AND LOOKING TO BUILD A CULTURE OF INSPIRATION INTERNALLY.

Designed to connect your teams with the latest global retail trends, creative thinking and best-in-class brand experiences.

Includes:

- ✓ 8 Headline Experience Features
- ✓ 8 Shop Drop Snapshot Story Features
- ✓ 1 Behind the Experience Interview
- ✓ 25 Shop Drop Daily Premium Memberships (worth £1,975 per year)
- ✓ 2 Shop Drop Daily Trend Briefings
- ✓ Annual editorial planning session

£16,000 per year

INFLUENCE.

FOR BRANDS INVESTING IN YEAR-ROUND EXPERIENTIAL
MARKETING AND INDUSTRY LEADERSHIP.

A strategic partnership designed to amplify your experiences
while inspiring retail, marketing and creative teams.

Includes:

- ✓ 12 Headline Experience Features
- ✓ 12 Shop Drop Snapshot Story Features
- ✓ 2 Behind the Experience Interviews
- ✓ 50 Shop Drop Daily Premium Memberships (worth £3,950 per year)
- ✓ Quarterly Shop Drop Daily Trend Briefings (4 per year)
- ✓ Featured partner positioning throughout the year
- ✓ Annual strategy workshop

£24,000 per year

PIONEER PARTNER.

OUR FLAGSHIP PARTNERSHIP FOR BRANDS SHAPING THE FUTURE OF PHYSICAL RETAIL.

A year-round collaboration combining editorial amplification, team inspiration and strategic insight. Designed for brands creating some of the world's most innovative stores, activations and experiences.

Includes:

- ✓ 16 Headline Experience Features
 - ✓ Unlimited Shop Drop Snapshot Story Features*
 - ✓ 4 Behind the Experience Interviews
 - ✓ Unlimited Shop Drop Daily Premium Memberships
 - ✓ Monthly Shop Drop Daily Trend Briefings (12 per year)
 - ✓ Quarterly executive strategy sessions with Tim Nash
 - ✓ Thought Leadership Collaboration
 - ✓ Dedicated annual content and partnership planning
 - ✓ Priority editorial scheduling
- *Subject to editorial planning.

£35,000 per year

SHOP DROP DAILY TREND BRIEFINGS.

EXCLUSIVE TO ANNUAL BRAND PARTNERS

Led by **Tim Nash**, Shop Drop Daily Trend Briefings are designed to educate, inspire and challenge retail, marketing and creative teams through the latest global trends shaping physical retail and brand experience. Each session brings together global inspiration, emerging trends and best-in-class examples to help teams understand what is happening now, and what is coming next.

Sessions can include:

- Global retail inspiration
- Emerging consumer trends
 - Flagship store reviews
- Pop-up and activation case studies
- Best-in-class brand experiences
- Innovation across physical retail
- New approaches to customer experience
 - Team discussion and Q&A

Available virtually or in person.

BRAND PARTNERSHIP OVERVIEW.

AMPLIFY YOUR EXPERIENCES. INSPIRE YOUR TEAMS.
SHAPE THE FUTURE OF RETAIL.

From individual experience features to year-round strategic partnerships, Shop Drop Daily helps brands maximise the impact of their physical experiences while connecting their teams with the creativity and innovation shaping the future of retail.

EXPERIENCE AMPLIFICATION:

OPPORTUNITY:	PRICE:	BEST FOR:
HEADLINE EXPERIENCE FEATURE	£2,500	Flagship stores, major activations and standout brand experiences requiring maximum visibility
EXPERIENCE SHOWCASE	£2,100	Exceptional activations and campaigns deserving industry recognition
BEHIND THE EXPERIENCE	£2,250	Exploring the thinking, creativity and strategy behind an experience
SOCIAL AMPLIFICATION PACKAGE	£1,950	Maximising project visibility across LinkedIn and Instagram at a bundled saving
LINKEDIN FEATURE POST	£1,500	Reaching senior retail, brand and creative professionals
INSTAGRAM FEATURE POST	£1,250	Sharing your experience with the Shop Drop Daily creative community
SHOP DROP SNAPSHOT	£750	High-impact Instagram Story coverage

ANNUAL BRAND PARTNERSHIPS:

PARTNERSHIP:	INVESTMENT:	DESIGNED FOR:
AMPLIFY	£10,000 / year	Brands looking to maximise the impact of key physical campaigns
ENGAGE	£16,000 / year	Brands delivering multiple experiences and inspiring internal teams
INFLUENCE	£24,000 / year	Brands investing in year-round experiential marketing and industry leadership
PIONEER PARTNER	£35,000 / year	Brands shaping the future of physical retail through ongoing collaboration

PARTNERSHIP BENEFITS.

DEPENDING ON THE PARTNERSHIP LEVEL, BRANDS CAN ACCESS:

- ✓ Editorial amplification across Shop Drop Daily
- ✓ Coverage of flagship stores, pop-ups and brand activations
 - ✓ LinkedIn and Instagram visibility
 - ✓ Permanent editorial archive
- ✓ Shop Drop Daily Premium Memberships for internal teams
 - ✓ Shop Drop Daily Trend Briefings
- ✓ Strategic planning sessions with Tim Nash
- ✓ Thought leadership opportunities

BUILD YOUR PARTNERSHIP.

Every brand has a different story to tell.

Whether launching a new experience, amplifying a global campaign or looking to inspire your teams with the latest thinking in physical retail, **Shop Drop Daily** creates tailored partnerships designed around your objectives.

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