



Adam Beub/Staff

Sonia and David Beam are the owners of the P.O.P. Shop, a marketing and promotions company in Roswell.

'Superhero' van markets company's services

By Joan Durbin

North Fulton Neighbor Staff Writer

A bright purple Toyota Scion XB completely covered with cartoon-like superhero characters is turning some heads on the streets of north Fulton.

"I get a lot of looks, and I'm a big hit at the school bus stop every morning," said van driver Jason Haralson, a sales rep for The P.O.P. Shop, a marketing and promotions company in Roswell.

The graphics-laden SUV is a billboard on wheels, pointing onlookers to the company's Web site and "superhero" marketing materials. Large magnets with the superhero theme that function as business cards are stuck all over the vehicle as a takeaway for people who want The P.O.P. Shop's contact information.

Sonya Beam, who with

her husband David are the company owners, said the Scion is "a real conversation-starter" when the couple drives it during off-business hours to places like church or sports events.

"There are always five or six magnets gone when we come back to the van," Ms. Beam said.

The superhero van was put on the road last November, and Ms. Beam said it was still too early to tell how much impact it will have on the company's sales figures.

"We haven't gotten any orders yet because of it, but we've certainly getting calls from it and we're quoting product prices," she said. "It really, really gets a lot of people's attention."

The P.O.P. Shop specializes in point-of-purchase (P.O.P.) displays that draw a customer's attention to a product in a retail setting

and encourages that product's purchase. Point-of-purchase is still the company's mainstay, but another of its divisions, business promotional items, has grown from 6 to 8 percent of total sales to 25 percent, according to Ms. Beam.

"The p.o.p. business has peaks and valleys, with summer and Christmas being some of the busiest times," she said. "Promotional products have been a good way for us to get a foot in the door with companies that might not be ready yet to give up their p.o.p. suppliers. So many more people need promotional items than p.o.p. that I would think eventually that side of our business might equal the p.o.p."

The Beams, both 32 years old and married for five years, live in Alpharetta. They founded The P.O.P. Shop in mid-1999, and in

2000, their first full year in business, the company grossed about \$1 million, according to Ms. Beam. This year, revenues should be \$2 million to \$2.5 million, she said.

In addition to the owners, the company has five full-time employees.

Homebuilders, such as McCar Homes in Alpharetta, are a significant part of The P.O.P. Shop's client base. Other customers include Coca Cola Co., Cobb County-based Race-Track petroleum, and Georgia Pacific.

In November, The P.O.P. Shop made the Atlanta Business Chronicle's list of Atlanta's Top 10 Promotions Firms.



Superhero Mobile

The P.O.P. Shop has taken their "Superhero" marketing to a whole new level with the addition of their Superhero Marketing Mobile — a decked out Scion XB — completely wrapped in full-color graphics featuring their unique style of branding.

P.O.P SHOPS MAKES MARKETING A MOVING EXPERIENCE

Following last summer's release of their new Web site and superhero marketing materials, **The P.O.P. Shop** in Roswell continues their marketing efforts by putting a superhero billboard on wheels. The P.O.P. Shop's new Scion XB is completely wrapped in full-color graphics and features the company's "superhero" branding.

The car itself turns heads with its boxy style, but the vibrant purple graphics give passers by even more of an eyeful.

This moving marketing mobile goes even a step further, because the driver places jumbo business card magnets all over the car as take aways for anyone who wants more information. Sometimes it's a qualified sales lead and sometimes it's a youngster grabbing a colorful superhero magnet and then running away quickly!

The car has been a riot both for the driver and for the onlookers. "I get a lot of looks, and I'm also a big hit at the bus stop every morning," says **Jason Haralson**, a sales rep for the company and the driver of the decked out Scion. The Superhero Mobile even displays the prestigious license plate "SUPAHRO."

Brian Beam, president of the company, is happy with the results of their "super" marketing campaign. "Since launching our new superheroes last year, we have seen a surge of inquiries leading to new business," he said. "We continue to get great compliments on the overall marketing of The P.O.P. Shop. Obviously if we can do a great job of marketing our own company, there's no doubt we can do the same for our clients."

In addition to their new sales vehicle, the P.O.P. Shop is also proud of their recent citation as one of Atlanta's Top Ten Promotions Firms by the *Atlanta Business Chronicle*.