

Pop-up store sells chocolate for good deeds, not money



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Regular readers of Springwise will already be familiar with the numerous alternative payment models we've written about over the years, but this most recent example is perhaps the most heart-warming. Chocolatier [Anthon Berg](#) recently enabled customers to pay with a good deed, rather than cash, at a pop-up location called [The Generous Store](#).

Conceived by ad agency [Robert/Boison & Like-minded](#), the project featured a temporary outlet in Denmark – open for one day only – which labeled each of its products with a task the consumer must perform in order to 'buy' the chocolate. Designed to spread generosity, the tasks typically included a good deed to someone else, such as 'Serve breakfast in bed to your loved one' or 'Help clean a friend's house'. Cashiers were replaced by staff carrying iPads, where chocolate-buyers could log into their Facebook accounts and pledge to carry out the favor via a branded post on their wall. Anthon Berg was able to view the results of the promises when visitors to the store then posted pictures and comments on the company Facebook Page. The video below features footage from the pop-up shop:

The Generous Store's innovative payment system, while only employed for one day, helped to portray Anthon Berg as a generous and socially-minded brand. An idea to adapt for your own projects, possibly over a longer period of time or in conjunction with a pay-what-you-want pricing system?

Website: www.anthonberg.com

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