

# GOLF SIMULATOR EXPERIENCE 2025

OAKLEY

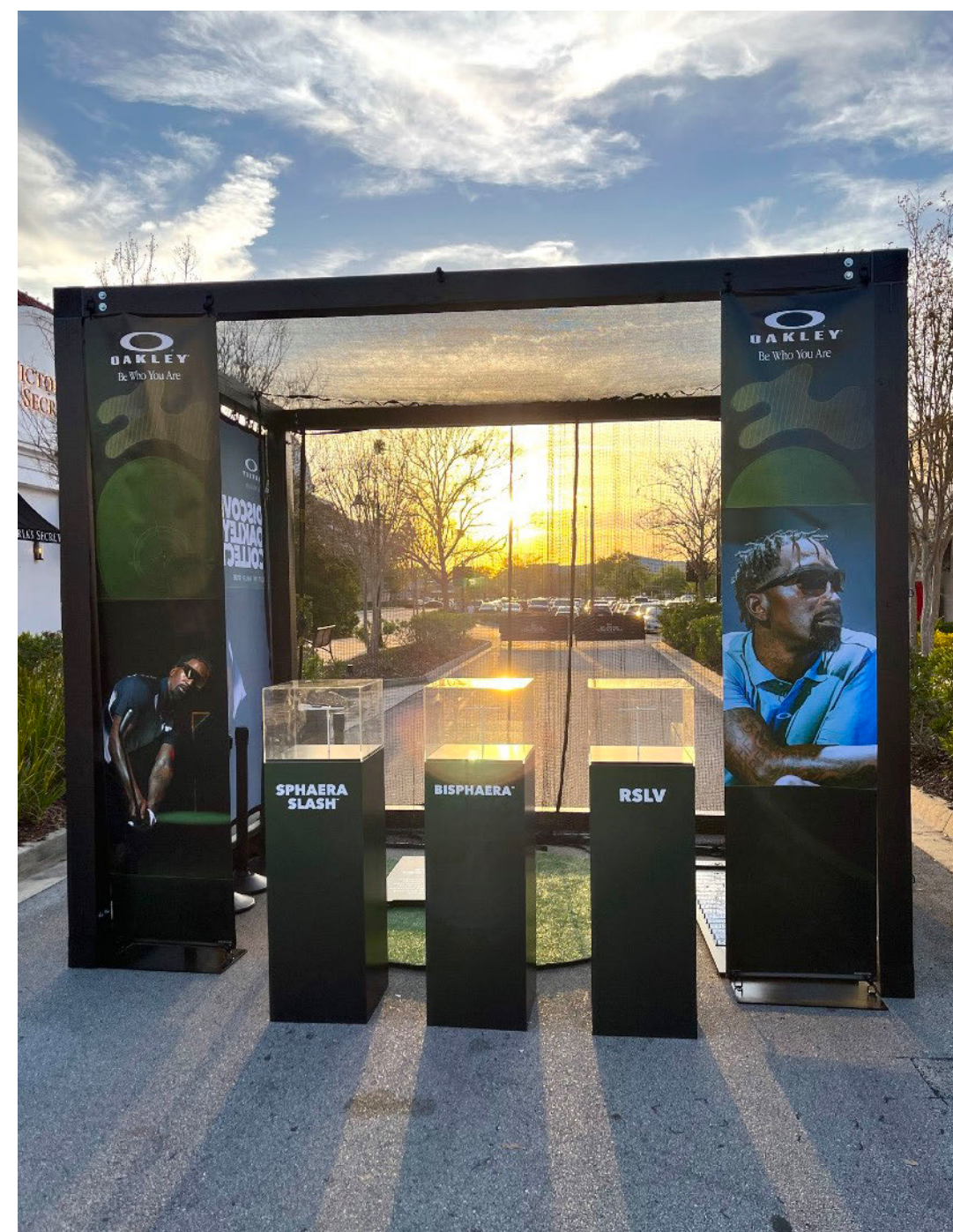
## OBJECTIVE

Oakley partnered with SEG to create an engaging golf-themed pop-up activation aimed at encouraging consumers to try on a pair of eyewear and take a full swing! Each participant had a chance to get their name on the live leaderboard that tracked “longest carry,” fostering a competitive spirit and community engagement.

The activation was designed to be portable, allowing it to be set up and activated for four weeks at a time at four different locations. The first stop in Jacksonville, FL was a huge hit, averaging approximately 250 participants per weekend. The initiative effectively enhanced brand exposure and customer interaction, achieving the two major goals of the tour!

## SERVICES

- CREATIVE DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION / DEINSTALLATION
- EVENT COORDINATING / PLANNING
- EVENT OVERSIGHT



| OAKLEY   |       |
|----------|-------|
| NAME     | SCORE |
| Aiden    | 214   |
| Bo       | 213   |
| Austin   | 192   |
| Carter   | 190   |
| Nate     | 188   |
| Logan    | 187   |
| Cole     | 183   |
| Walker   | 162   |
| Sage     | 155   |
| Logan B. | 122   |
| Maggie   | 100   |
| Everett  | 68    |
| Emerson  | 35    |
|          |       |
|          |       |
|          |       |