

HUNTINGTON BEACH POP-UP

KA'CHAVA

OBJECTIVE

In effort to gain market exposure, Ka'Chava chose to activate during the US Open of Surfing in Huntington Beach, CA. SEG supported at every level – ideation, design, production, install, & event oversight.

Within a month, we secured a beach-front location next to the US Open events and fabricated a custom smoothie bar. We fully staffed the three day activation with brand ambassadors to blend smoothie samples and distribute giveaways with email capture. Ka'Chava was blown away with the results from the event, it was a tremendous success.

SERVICES

- IDEATION / CONCEPTS
- CONCEPT DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION
- EVENT COORDINATING / PLANNING
- EVENT OVERSITE

