

SPRING POP-UP DROP

KA'CHAVA

OBJECTIVE

SEG has been touring with Ka'Chava for the past year – for our 3rd stop, we dropped at The Grove in LA to surprise and delight shoppers!

In the hours prior to opening, we hosted multiple influencers to capture content, sample Ka'Chava and share all the details via their social channels. We then kicked the weekend off with a workout for the “Fit for Moms” crew, followed by Ka'Chava samples and a bag to take home as well! The next two days were the busiest we've seen yet, with an average of 6 shakes being sampled every minute that we were open! Our 3rd stop was a success and we can't wait to see where we go next!

SERVICES

- CREATIVE DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION
- EVENT COORDINATING / PLANNING
- EVENT OVERSITE

