

NFL FLAG CHAMPIONSHIP

OAKLEY

OBJECTIVE

Oakley needed an engaging photo moment for their booth space at the NFL Flag Championships in Canton, OH so they turned to SEG for help to concept, build, install and manage the week-long event.

SEG created a football “tunnel walk” experience that could accommodate teams and individuals who wanted a memorable photo to share on social media. Before entering the tunnel, participants put on Oakley eyewear, and the smoke lighting was adjusted to their team colors. As participants struck a pose, smoke would release for extra hype in the photo.

Over 5 days, 900 pictures were taken and almost 1,000 contacts were captured. The photos had a reach of 99,690, and hit 336,194 impressions.

SERVICES

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

