

POP-UP RETAIL

TONAL

OBJECTIVE

Tonal experienced a boom in business when fitness clubs around the country were shut down. Consumers needed to create home gyms in small spaces and Tonal Home Gym provided the perfect solution.

The challenge was getting the word out and educating consumers on product offerings. The solution was quick-turn pop up shops in key locations. This could provide an experience like none other for prospective buyers where they could trial the Tonal Home Gym. SEG helped design, produce and execute 4 new store openings including a flagship store in Palo Alto!

SERVICES

- CONCEPT DESIGN
- PRODUCTION
- GRAPHIC DESIGN
- PRODUCTION
- INSTALL

