

SUPER BOWL 2024

OAKLEY

OBJECTIVE

Consumers at the Las Vegas Fashion Show Mall were treated with an opportunity to participate in an interactive, life sized game experience – focused on Moving the Game (and their team of choice) Forward.

The experience, located right outside the Oakley store, gave consumers the opportunity to earn and redeem prizes with select consumers winning their own pair of Oakley Eyewear. Spin the wheel and move your team forward to receive a scratch off card.

Consumers were also treated to an appearance by NFL Wide Receiver JuJu Smith-Schuster. JuJu participated in the experience and then did his part to Move the Game Forward by making a donation to a local Las Vegas youth organization.

SERVICES

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

