

SUPER BOWL ACTIVATION

OAKLEY

OBJECTIVE

SEG celebrated Super Bowl LIV by collaborating with Sike Style Industries to produce and execute a pop-up activation for Oakley in Tampa, FL. From Friday, Feb. 5th to Sunday, Feb. 7th, guests that visited the 20x20 pop-up received a custom illustration by Sike (@sikestyle) and took home a limited-edition Oakley football with purchase of Oakley Sutro or Sutro Lite.

The pop-up space included an interactive mural wall photo op featuring Oakley athlete, Patrick Mahomes, which was illustrated by Sike and fabricated by SEG.

SERVICES

- IDEATION + DESIGN
- PRODUCTION
- ON-SITE CUSTOMIZATION
- INSTALLATION + OVERSIGHT
- STAFFING + EVENT MANAGEMENT

