

DUNK HOUSE

UNDER ARMOUR

OBJECTIVE

To promote a series of new store openings and build brand affinity within each market, Under Armour enlisted us to create a memorable and engaging brand experience.

We created the Dunk House—a custom slam dunk basketball experience with a focus on young athletes and families.

Kids and parents alike lined up to test out their dunking skills by jumping off the elevated platform towards the hoop, landing in a giant foam pit filled with custom Under Armour foam logos. Each “slam dunk” was captured as an animated .gif that participants could share across all social media platforms.

SERVICES

- GRAPHIC DESIGN
- PRODUCTION
- INSTALLATION
- STAFFING + EVENT OVERSIGHT

