

REI ECO DISPLAY

COLUMBIA SPORTSWEAR

OBJECTIVE

SEG Teamed up with Columbia for an exclusive launch of their new ECO jacket at REI stores nationwide.

The goal - to launch the jacket in an exciting, elevated and eco conscious way that spoke to the REI consumer, and was consistent with REI's in store look and feel. Store level associates were responsible for install, and materials used for the display were 100% recyclable.

The result - an award winning product featured nationwide with record breaking sales.

SERVICES

- CONCEPT DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION
- GWP'S / GIVEAWAYS

