

SEASONAL INITIATIVES

FRESH MARKET

OBJECTIVE

The Fresh Market team enlisted SEG's help to ideate and execute seasonal displays that elevated the consumer experience in store. From Fall to Holiday and then Valentine's Day, SEG coordinated various tiers of kits to hit tight timelines within a given budget while sticking as close to the creative inspiration as possible.

Custom wooden carts, exterior lighting displays, and various 2.5D displays were rolled out to 159 locations for each initiative. SEG handled all production, sourcing, logistics, and installation where needed.

SERVICES

- DESIGN
- PRODUCTION
- INSTALLATION
- EXECUTION

