

THE ONLY WAY IS THROUGH x HOVR MACHINA

UNDER ARMOUR

OBJECTIVE

We were challenged to create (2) retail brand campaigns to Under Armour's BOC doors. To maximize value and modularity, we utilized a lit riser for both campaigns.

An illusion of breaking through a brick wall was created for The Only Way Through campaign, using printed wall vinyl and dimensional faux brick pieces, all tied together with impactful dimensional letters.

To transition to HOVR Machina, the brick wall was covered with sintra panels and framed with LED tube lighting for greater visual interest. The retail presentation was amplified with light box window displays, which were later updated with a digital display for HOVR Machina, allowing for transitional brand messaging.

SERVICES

- IDEATION
- GRAPHIC DESIGN
- PRODUCTION
- INSTALLATION

