



GT Bicycles' Event Activations with Strike Visuals

GT Bicycles, a renowned name in the cycling industry since the 1970s, specializes in a diverse range of bikes from BMX to mountain and gravel bikes. To effectively engage their audience and enhance brand visibility at key events, GT Bicycles has partnered with Strike Visuals to create a visually striking and functional event setup.

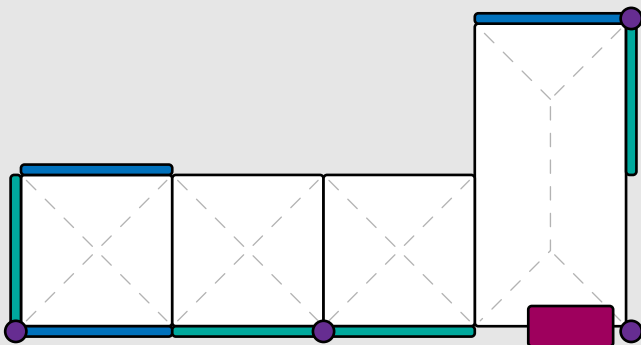
With numerous events throughout the year, including major cycling festivals like Outerbike in Moab, GT Bicycles faced the challenge of standing out in a competitive environment. The brand needed a solution that would not only attract potential customers but also reflect their heritage and broad range of offerings.

We've found having a well-branded setup is key when being at a lot of these events. It draws initial attention, that first impression when people walk by and see something that's a little bit different from other brands or just making your logo more apparent, but having a clean, organized, dialed setup is super important for us. It's a work environment, but also attracts consumers that come through and have been super happy with the strike visuals products, being super sturdy, reliable, holds up well, quality materials, and it's been a great partner to work with.

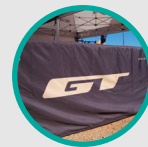
— Steve Spencer (Marketing and Events Manager for GT Bicycles)



THE SETUP:



(3) FULL WALL



(4) HALF WALL



(4) FLAGS



(4) TENTS



(1) TABLE COVER