



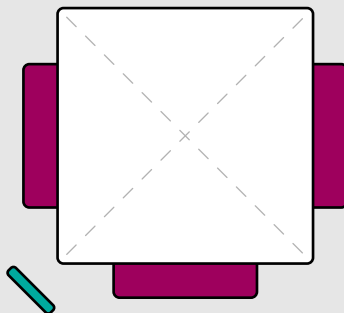
## Creating Impactful Event Experience During Unforeseen Weather With Custom Branded Outdoor Displays

Kodiak Cakes, a leading brand in wholesome breakfast foods, aimed to provide a fun, engaging experience at the 2024 Girls On The Run Fall 5k event. Their goals were twofold: to offer pre-race nourishment for participants and to increase brand visibility, all while battling unpredictable weather conditions, including snow. Strike Visuals was tasked with designing and executing an event setup that could meet these objectives while ensuring functionality, comfort, and brand impact

"Strike Visuals successfully delivered a branded, weather-resistant event setup that allowed Kodiak Cakes to make the most of their sponsorship at the 2024 Girls On The Run Fall 5k. The pop-up tent, custom table covers, and roll-up banner created a cohesive, professional presence that engaged event-goers and helped elevate the Kodiak Cakes brand. Despite the snowy weather, the setup kept everything running smoothly, ensuring attendees enjoyed a warm, interactive experience. The combination of fresh pancakes, product sampling, and strategic branding made Kodiak Cakes the go-to stop at the event, generating positive interactions and boosting brand awareness."



### THE SETUP:



**(3) TABLE COVER**



**(1) POP-UP TENT**



**(1) ROLL UP BANNER**