

# Uber Eats

## Uber Eats GENERAL STORE

**BIGHQ**

When bighq needed create big impact for their client uber eats at the calgary stampede, they came to kuwlvu for production of the uber eats general store. From custom backlit signage to hundreds of custom branded props and merchandise, kuwlvu ensured every piece was on brand. The structure spanned a 20 by 30 foot footprint and included a large storage area, covered awning area and three photo opportunities/activations. The rope and reward game allowed patrons to win custom branded merch, while the general store and product wall photo opportunities created a perfect backdrop for social photos.

## BEST IN SHOW

In the midst of all sorts of creative builds, the uber eats booth was awarded best in show for the creative integration of the uber eats brand with the stampede vibe..

Each and every piece was strategically placed to create an environment that fit the stampede theme while speaking flawlessly to the uber eats brand.



## ROPE AND REWARD

A simple rope toss activation that had patrons lined up around the block. Green glass bottles and uber eats rope rings.

## GENERAL STORE

487 pieces of custom uber eats merchandise, spread across a green wall of shelving for perfect photos and interactive browsing.

