

ZENGENIUS

AVON 2020

As the date for their annual convention neared, the Avon leadership team knew radical changes were ahead. Keeping their community safe became a top priority as we face the reality of gathering during a global pandemic. Continuing a long-time partnership, Avon and ZenGenius quickly shifted gears, switching to a flexible virtual format for 2020.
With only 45 days until their event launch ZenGenius quickly developed set design concepts and visual presentation strategies. Upon approval, furnishings to adorn the set were sourced, merchandising displays gathered, lifestyle and product graphics were printed, and a collection of holiday decor was curated to perfection.
See more on Avon 2020 on our Website.

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