

# Teva

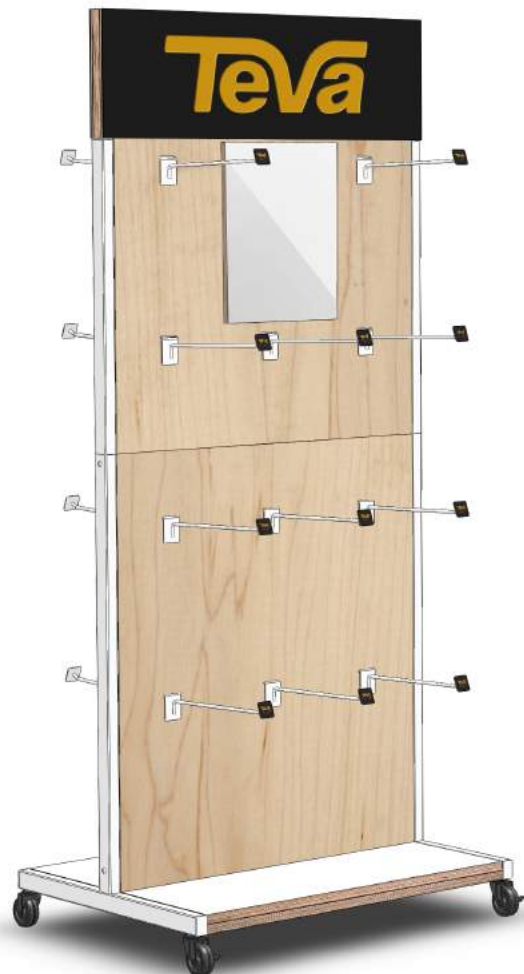
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## POP PROGRAM

Teva commissioned TCG's creative team to optimize and advance their Branded POP Program into a seamlessly integrated POP Program. Our design and engineering team delivered an impactful visual brand experience while providing lightweight fixtures engineered to last 3-5 years at retail use. Other key aspects included easy assembly and eco-friendly materials.

TCG is known for exceeding client expectations by working creatively and with urgency to provide high-value, high-quality, global retail program solutions. This program had a strict budget and a very tight timeline. After our successful delivery, it was clear that TCG's process provided Teva with beautiful aesthetics, speed to market, production quality, and budget friendly cost.







Final Working Prototypes