



# KIDS FOOT LOCKER | GROUND UP: BLUEY MEET & GREET



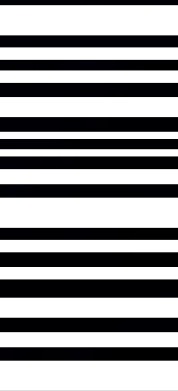
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# OVERVIEW

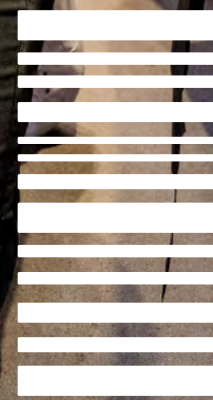
InHouse worked to assist on all design, production and technical aspects related to the meet and greet experience of Bluey and Bingo at the Foot Locker Times Square location.

InHouse worked with direction and guidance from Timothy Connor to deliver and execute a premium quality consumer experience, supporting the meet and greet initiative. 3/25/23 was been designated as the activation date consisting of Live Dj's, Brand Ambassadors Food & Beverage, Meet & Greet, and activities for the kids.

All creative, design, and production was executed by InHouse.



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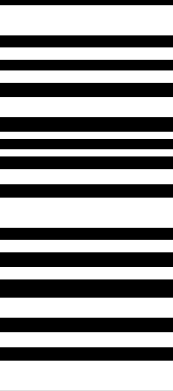




# MEET & GREET:

## Activation Elements:

- (1) DJ (11am-2:00pm)
- (3) High Energy Brand Ambassadors (11am-2pm)
- (2) Face Painters
- (1) Balloon Artist
- Grab & Go Snack Station
- DJ Booth & All Audio
- Co-Branded Photo Moment
- Custom Branded Staff Shirts





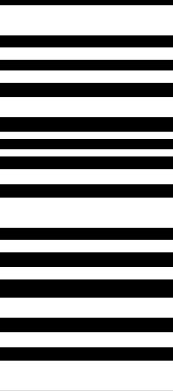
# SOCIAL MEDIA ASSET DESIGN



Created social media flyers for Instagram posts and stories



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# DJ BIG BLACK



the\_djbigblack\_official

140 Posts   1,134 Followers   541 Following

Myles Black  
Community  
THE OFFICIAL PAGE OF DJ BIGBLACK !!! My name is Myles Black. I am 13 and I am a DJ. Acc: Managed by parents. Bookings:Seniceblack@gmail.com or DM.  
[www.djbigblackofficial.com](http://www.djbigblackofficial.com)

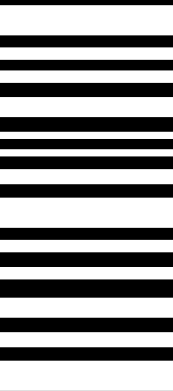
Followed by djace78, chelsiedenise and 5 others

Following   Message

DJX 2022   Birthday 20...   2022   American D...   Highlights



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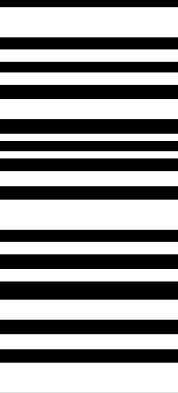




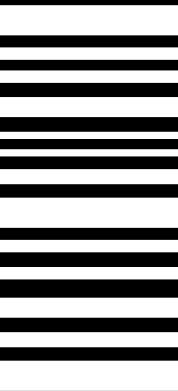
# FACE PAINTERS

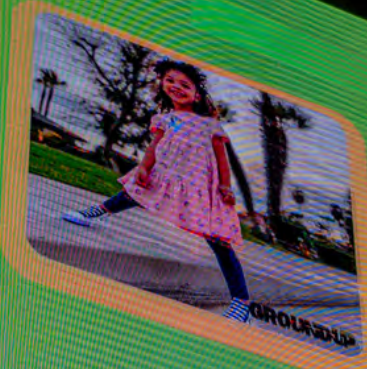


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# BALLOON ARTIST





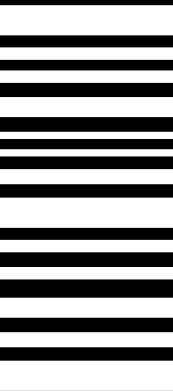
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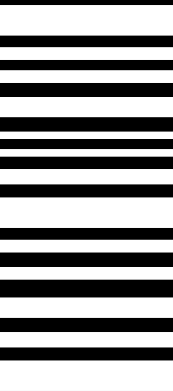
# CUSTOM STAFF SHIRTS



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# GRAB & GO SNACK STATION

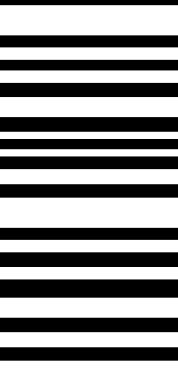




# BRAND AMBASSADORS



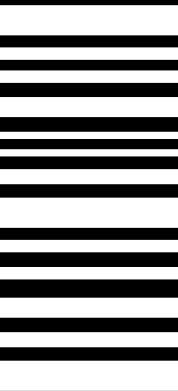
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# PHOTO MOMENT



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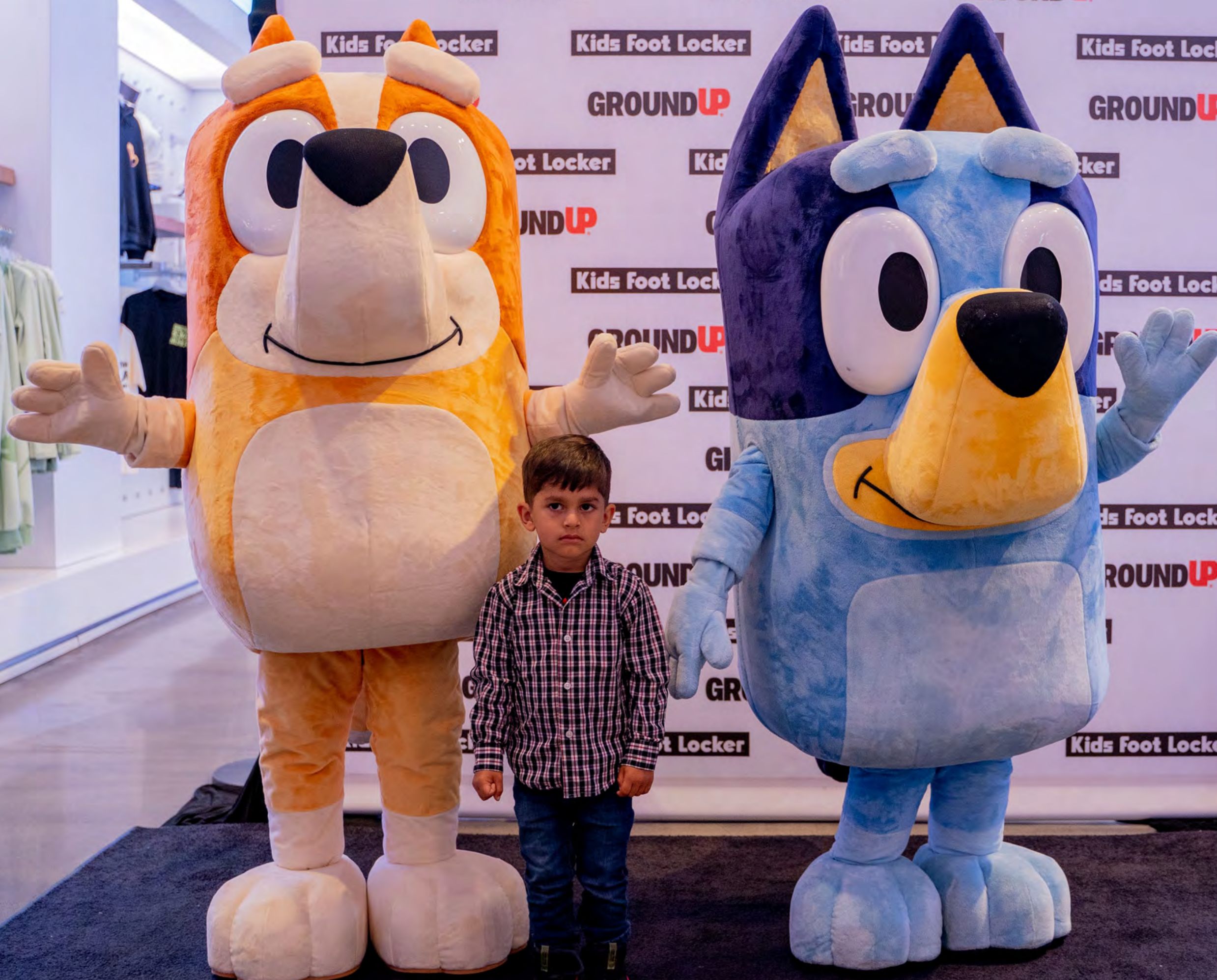


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# MEET & GREET SALES METRICS



T5Q store sales on Saturday were +42% vs LY  
-FL sales were also +30% (possibly attributed to increase store traffic and buzz from the event)

Ground Up was our #2 KFL vendor in the T5Q store for the day

-17.4% of sales accounting for \$3k in sales (53 units sold)  
-Ground Up x Bluey Sneakers accounted for \$2.6k in sales (46 units sold)





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# HOW TO GET IN TOUCH

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**3.25.23**

# CONTACT INFORMATION

