

FOOT LOCKER NYC – CROSS COUNTY GRAND OPENING

**Foot Locker**

# Foot Locker NYC Cross County Grand Opening Weekend

HOSTED BY FOOT LOCKER NYC



**BUILD ENERGY AROUND THE GRAND OPENING OF THE NEW FOOT LOCKER STORE, DRIVE SALES, & INCREASE SOCIAL MEDIA PRESENCE.**

**CURATED PROGRAMMING FOR THE LOCAL COMMUNITY VIA GIVEBACKS AND  
UNIQUE CONSUMER EXPERIENCES.**

# COMMUNITY

ACCESS

Foot Locker

# UGC

AMPLIFY

# LCKR

BY Foot Locker

EST. 2021

# GIVEBACK

SERVE



UGC

**CURATED A SELECT GROUP OF CONTENT CREATORS WHO WERE TASKED WITH CREATING UGC AROUND THE NEW STORE AND SHOPPING EXPERIENCE IN ORDER TO FURTHER DRIVE CONNECTIVITY BACK TO RETAIL.**

# COMMUNITY

**AMPLIFIED OUR CONNECTION TO THE LOCAL COMMUNITY BY PARTNERING WITH LOCAL CATERERS:**

- 1. JUICES FOR LIFE**
- 2. JIMMY THE GREEN GIANT**
- 3. MIKEY LIKES IT**

# GIVEBACK

**FURTHER DROVE CONNECTIVITY TO THE COMMUNITY BY HOSTING TWO COMMUNITY GIVEBACK MOMENTS.**

- 1. CONVERSE CUSTOMIZATION SESSION WITH OUR LOCAL YOUTH ORGANIZATION PARTNERS**
- 2. DREAM DOLL GIVEBACK MOMENT ON DAY 2 OF THE GRAND OPENING WEEKEND**

01

### **FOOT LOCKER CROSS COUNTY GRAND OPENING:**

- Hosted 3 days of activations and Giveback Programming. Each activation date consisted of Branded Giveaways, DJs all day, light bites, & photo moments.
- Day 2 of the grand opening programming also included a Giveback Moment with artist, Dream Doll. Styles P of the Lox was also in attendance.
- On each activation date, a content team consisting of Photo & Video were present capturing recap content. A daily user generated reel was also created at the conclusion of each activation.
- Key Activation Elements over the Grand Opening Weekend: Branded DJ Booth, Branded Heat Press Station, Branded Photo Moments, & Branded Giveaways.
- To highlight a few of the trend setters and local talent, the following artists were involved: Dream Doll (Rapper), Styles P (Rapper), DJ Steph Cakes, DJ Juanyto, & Scram Jones (DJ).

02

## **GIVEBACK X COMMUNITY**

1. Hosted a Converse Customization session for students of local community organizations including the Boys & Girls Clubs of Yonkers, The Dunwoodie Youth Association & The New Rochelle Youth Bureau. Community Partners were invited to participate in all 3 activation dates.
2. Through our Giveback moments over the course of the weekend, we were able to give out: (200) Mini Basketballs, (200) Foot Locker NY T-Shirts, (100) Foot Locker NY Backpacks, & (200) Foot Locker NY Tote Bags.
3. Through our programming, we were able to give out (75) Ice Cream servings on Days 1 & 3. On Day 2, we served (100) Ice Pops from Jimmy The Green Giant & (100) Servings of Sticky's pre-packaged meals.

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CONTENT CAPTURED



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CONTENT CAPTURED



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CONTENT CAPTURED

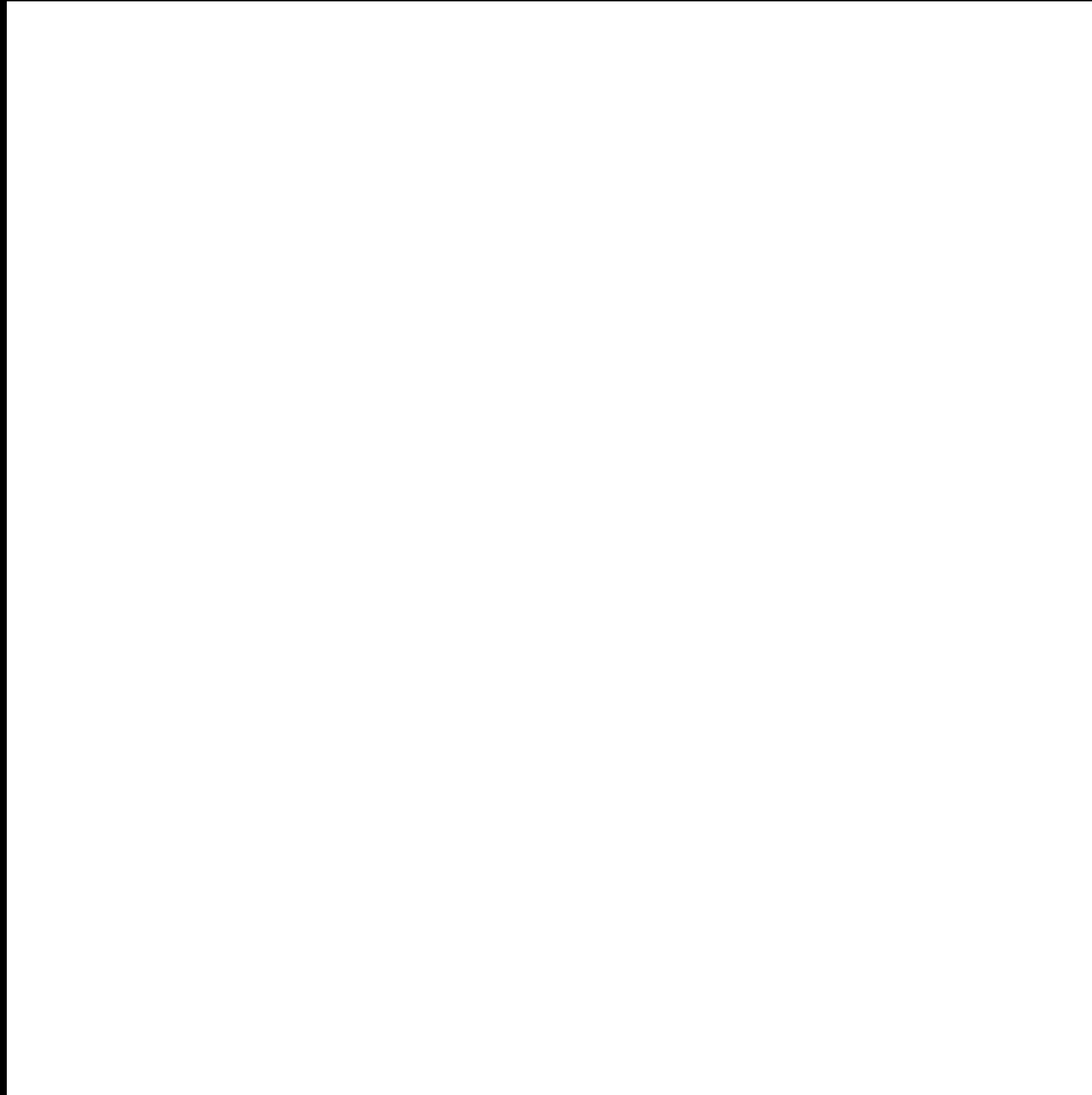


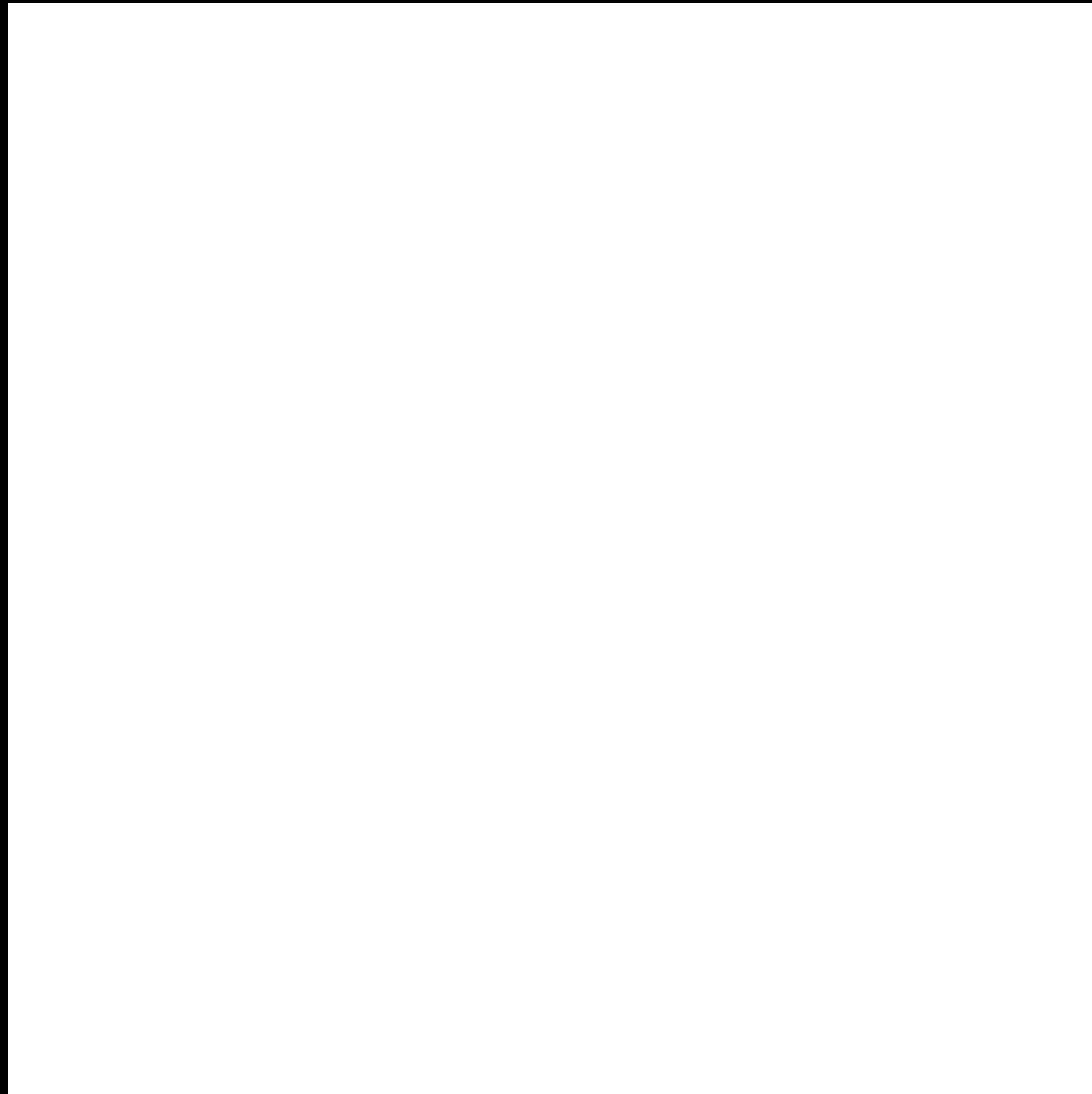






# DAY 1 RECAP







## SALES

- 08584-Foot Locker @ \$407,545 up \$129,998 (46.8%)
- 46543- Kids Foot Locker @ \$157,267 up \$81,056 (106.4%)
- Building @ \$564,812 up \$211,054 (60%)
- Traffic up 53%
- Conversion @ 11.8%

## SOCIAL X PR PRESENCE

- 105,513 Followers
- Post Likes: 10,635 / Up 161.05%
- Post Comments: 272 / Up 235.8%
- Post Saves: 287 / Up 192.86%
- Total Profile Views: 7,252 / Up 191.83%
- Total Impressions (Native & Story): 109,389 / Up 77.76%
- Total Reach: 490,019 / Up 100.94%
- TOP Engaged Post for the Month: [Dream Doll](#)

THANKS!

