

# Foot Locker®

## WYNWOOD GRAND OPENING

02.06.21 - 03.07.21



# ACTIVATION MARKET

MIAMI, FL



# OVERVIEW



InHouse designed and executed Foot Locker's Grand Opening for a new retail space in the Wynwood district in Miami, Florida. InHouse produced a two phase activation with emphasis not only on raising awareness to the launch of the new retail location, but also the community.

Phase 1 of this activation consisted of an in store DJ program featuring popular Miami talent on February 6<sup>th</sup> & 7<sup>th</sup>. InHouse also designed many Foot Locker Miami branded items to help raise awareness to the new store location.

For Phase 2, InHouse partnered with local community partner, Empowered Youth USA, to be the beneficiary of a donation from Foot Locker. Along with the donation, Empowered Youth used their Vibe 305 food truck to distribute 400 hot meals over the course Phase 2. The second phase was from March 6<sup>th</sup> to March 7<sup>th</sup> and also included an in store DJ on the 7<sup>th</sup> which was hosted by well known local sneaker influencers.

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





**Foot Locker**<sup>®</sup>  
Miami



# PHASE 1



# PHASE 1: CREATIVE & DESIGN CONCEPTS

1. **TALENT ACQUISITION & MANAGEMENT** - handled the selection of talent, rate negotiations, and all logistics and production elements surrounding the in store DJ Program.
2. **SANITIZATION STATION** – designed and created a contactless, Foot Locker branded Sanitization Station that functioned as a thermometer and sanitizer dispenser, allowing each guest and staff member to monitor their temperature and keep their hands clean at all times. All staff managing the stations wore gloves and a mask at all times.
3. **SOCIAL DISTANCING SIGNAGE** – designed and created social distancing signage to ensure that all guests and staff adhered to current safety guidelines. This signage was inclusive of branded Foot Locker tents and signs that were used during the activation.
4. **FACE MASKS** – designed and created custom masks outfitted with Foot Locker Miami branding.
5. **SOCIAL MEDIA ASSET CREATION** – created branded social media assets to be shared across all social platforms to increase awareness surrounding the Foot Locker Wynwood Miami Grand Opening.
6. **DJ MUSIC STATION** – 4 ft. acrylic DJ Booth outfitted with Foot Locker Miami branding and all necessary DJ equipment and sound.



# TALENT ACQUISITION & MANAGEMENT

InHouse selected local Miami favorites, DJ Goodgyal Dani and Its Mr. Anderson to be the in-store DJs for the first phase of the grand opening activations.



@goodgyaldani  
2,255 followers



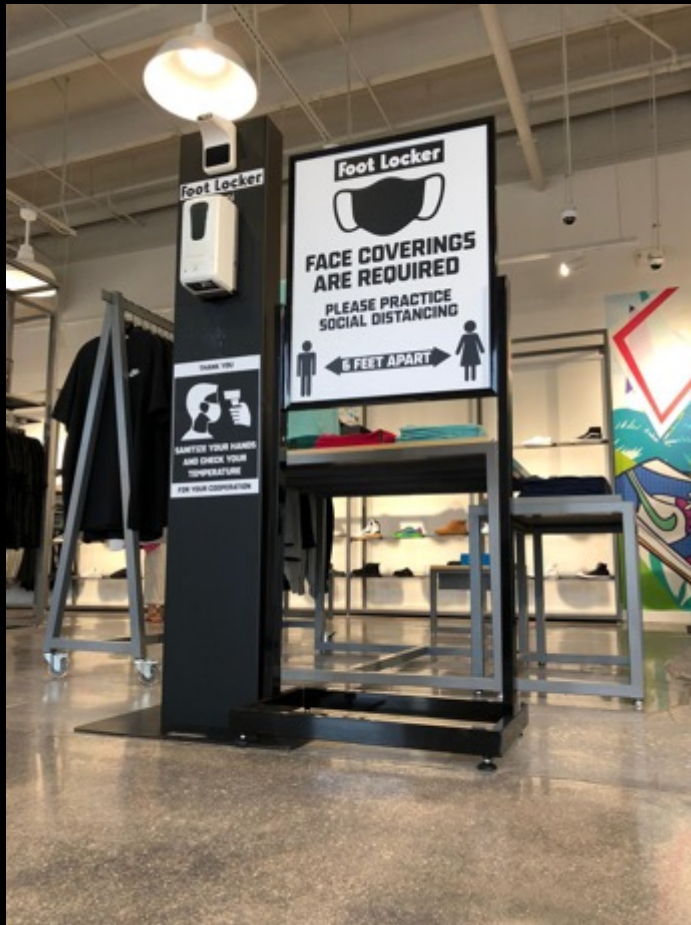
@itsmranderson  
3,545 followers



# TALENT ENGAGEMENT



# SANITIZATION STATION



# SOCIAL DISTANCING SIGNAGE



# FACE MASKS



# DJ MUSIC STATION



# PHASE 2





Foot Locker

Foot Locker

Foot Locker

Foot Locker  
Miami

WYNWOOD  
WALLS



FOOT LOCKER WYNWOOD MIAMI GRAND OPENING - 02.06.21 - 03.07.21

# PHASE 2: CREATIVE & DESIGN CONCEPTS

1. **TALENT ACQUISITION & MANAGEMENT** – handled the selection of talent, rate negotiations, and all logistics and production elements surrounding the in-store DJ Program and influencer hosts.
2. **SANITIZATION STATION** – designed and created a contactless, Foot Locker branded Sanitization Station that functioned as a thermometer and sanitizer dispenser, allowing each guest and staff member to monitor their temperature and keep their hands clean at all times. All staff managing the stations wore gloves and a mask at all times.
3. **SOCIAL DISTANCING SIGNAGE** - designed and created social distancing signage to ensure that all guests and staff adhered to current safety guidelines. This signage was inclusive of branded Foot Locker tents and signs to be used at during the activation.
4. **SOCIAL MEDIA ASSET CREATION** - created branded social media assets to be shared across all social platforms to increase awareness surrounding the grand opening activities.
5. **CUSTOM APPAREL & ACCESSORIES** – designed and created custom masks, T-Shirts, & tote bags outfitted with Foot Locker Miami branding designed by local artist Chy Walton.
6. **DISTRIBUTION TENT** – branded 10 x 10 pop up tent with “Foot Locker Miami” mesh wall used for the distribution of meals. Tents included branded 6’ Foot Locker spandex table cloth for additional brand visibility.
7. **GAME STATION** – designed and created a prize wheel full of products customers could win upon the wheel being spun. The wheel was operated by a Striper at all times to minimize contact.
8. **DJ MUSIC STATION** – 4 ft. acrylic DJ Booth outfitted with Foot Locker Miami branding and all necessary DJ equipment and sound.
9. **PRE-PACKAGED MEALS** – facilitated a partnership with Vibe 305 Food Truck & Empowered Youth to distribute 400 hot meals over the two day activation period. The remaining meals left over after the conclusion of the activations were donated to the Miami Rescue Mission.



# COMMUNITY PARTNER



Empowered Youth was founded in 2006 as a mentoring program inside the Miami-Dade Detention Center and became a nonprofit in 2008. Since then, they have worked hard to provide support, resources and opportunities to inner-city young men from every 'hot spot' neighborhood in Miami.

In 2008, the program moved out of the Miami-Dade Detention Center and launched the Empowered Youth Neighborhood Diversion Program in Liberty City. The goal was to provide a safe and neutral place for young men born into violence and poverty to heal and redirect their lives.

Young men who had been involved in the system were most often court-referred to Empowered Youth, where they are provided with wrap-around services that include: mentoring, a life skills/character development curriculum, and community partners who provided the spectrum of mental health and addiction services.

In 2010, the Culinary Career Track was launched to provide training and job opportunities to our students to address the overwhelming issue of poverty. Their Culinary Program has flourished—with a stunning success rate in the 90 percentile.

Always in the Giveback spirit, Foot Locker was able to provide the organization with a donation of \$2,500.



**Foot Locker**

Miami

DATE **March 7, 2021**

PAY TO THE  
ORDER OF

**EMPOWERED YOUTH**

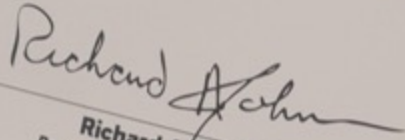
**TWO THOUSAND FIVE HUNDRED**

\$ **2,500.00**

DOLLARS

MEMO

**THE GIVEBACK**



**Richard A. Johnson**  
President and CEO, Foot Locker, Inc.



# TALENT ACQUISITION & MANAGEMENT

For the second weekend of the grand opening activities, Foot Locker invited local sneaker influencers, @sneaker\_barb and @pr\_sneaks23 to serve as hosts of the weekend as well as to assist with the distribution of meals. Beyond assisting as needed, the hosts also engaged in sneaker centric conversations with the consumers while practicing social distancing guidelines. Foot Locker also had Miami favorite, DJ Chizzle supplying the soundtrack for Day one of the weekend.



@sneaker\_barb  
11.5k followers



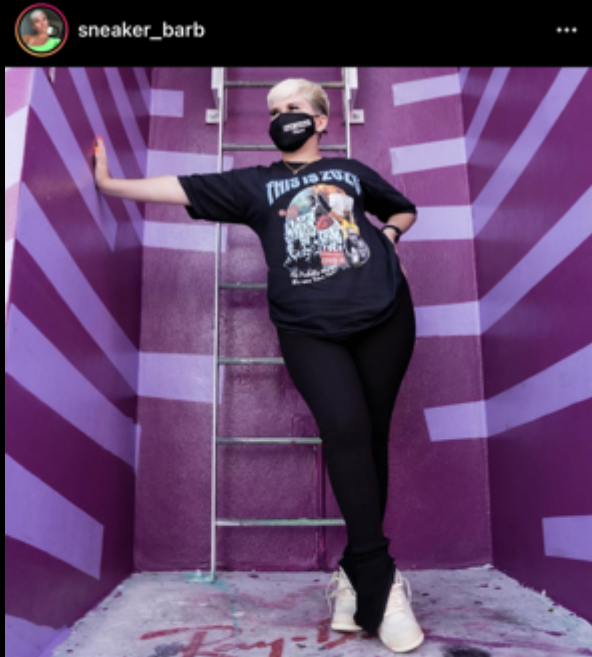
@djchizzle  
19.7k followers



@pr\_sneaks23  
116k followers



# TALENT ENGAGEMENT



Liked by djiuicy and 648 others

sneaker\_barb Had a great time at the grand opening of @footlockermiami! Thank you for having me 🙌 #wynwood #miami #becausesneakers

View all 100 comments

footlockermiami 🙌🙌🙌🙌 thank you.

kristinajmedia 🔥🔥🔥



Liked by djiuicy and 308 others

djchizzle thanks to @footlockermiami having me at the grand opening this past weekend. // something new for the wynwood area. looking forward to more events w the @footlocker team

View all 23 comments

crespotedj Too fly!

djsharad Big Miami vibes !



Liked by djiuicy and 425 others

pr\_sneaks23 Here are some pics from this weekends @footlockermiami grand opening event... more

View all 91 comments

djsharad Well done !



# SANITIZATION STATION



# SOCIAL DISTANCING SIGNAGE



# SOCIAL MEDIA ASSETS



**Foot Locker**  
Miami  
**GRAND OPENING**  
**SATURDAY**  
MARCH 6TH 2021  
MUSIC BY  
**@DJChizzle**  
12PM-5PM  
HOSTED BY  
**@PR\_SNEAKS23**  
& **@SNEAKER\_BARB**  
12PM-2PM  
**FREE MEALS & GIVEAWAYS**  
T-SHIRTS & TOTE BAGS  
\*WHILE SUPPLIES LAST\*  
\*MASK MUST BE WORN  
SOCIAL DISTANCING OF 6FT  
MUST BE ADHERED TO  
2621 NW 2ND AVE. MIAMI, FL, 33127

The poster features a vibrant blue background with a pink flamingo on the left wearing a sneaker. In the top right, there is a large orange with a green leaf. The text is bold and colorful, with a large 'GRAND OPENING' in black. The background includes faint text like 'Biscayne Blvd' and 'NE 2nd Ave'.



**Foot Locker**  
Miami  
**GRAND OPENING**  
**SUNDAY**  
MARCH 7TH 2021  
**FREE MEALS BY**  
**@VIBE305FOODTRUCK**  
& **GIVEAWAYS**  
T-SHIRTS & TOTE BAGS  
\*WHILE SUPPLIES LAST\*  
HOSTED BY  
**@PR\_SNEAKS23**  
& **@SNEAKER\_BARB**  
12PM-2PM  
\*MASK MUST BE WORN  
SOCIAL DISTANCING OF 6FT  
MUST BE ADHERED TO  
2621 NW 2ND AVE. MIAMI, FL, 33127

The poster has a purple and pink background with a large pink arrow pointing right. It features three photo-booth style frames stacked vertically, each showing a person in a store. At the bottom left, there is a large sneaker with a pink and blue design. The text is bold and colorful, with a large 'GRAND OPENING' in black. The background includes faint palm tree silhouettes.



# CUSTOM APPAREL & ACCESSORIES



# DISTRIBUTION TENT



# GAME STATION



# DJ MUSIC STATION



# PRE-PACKAGED MEALS





# CONTACT US

**Arun Datta & Sharad Bhavnani**

Project Lead & In Market Management

arun@inhouse.design

sharad@inhouse.design

**Karan Jaspal**

Product Sourcing, Production, Shipping & Logistics

karan@inhouse.design

**Nisha Bhavnani**

Director of Business Development & Brand Partnerships

nisha@inhouse.design



**InHouse**  
18 Cain Drive  
Plainview, NY 11803  
516.496.2003  
@inhousedesignny

**Max DeMasters**

Director of Community Partnerships

max@inhouse.design

**Avi Vaswani**

Talent Coordination & DJ Bookings

avi@inhouse.design

**Rohan Samtani**

Creative Director

rohan@inhouse.design

