

Foot Locker.
#WHM2021

JUST FOR KICKS: WOMEN'S HISTORY MONTH EDITION

03.20.21



ACTIVATION MARKETS

BALTIMORE, MD
PHILADELPHIA, PA



OVERVIEW



InHouse conceptualized Just For Kicks, a sneaker giveback program for Foot Locker. On March 20, Foot Locker hosted sneaker givebacks in two cities simultaneously. InHouse identified two nonprofit organizations supporting minority youth - The Chosen League in Philadelphia and Kick Dreams United of Baltimore - to be the supporting partners for the Foot Locker Just For Kicks Givebacks. The Baltimore activation was hosted at the headquarters for Face Baltimore, a nonprofit providing supportive service to those in need. Along with these supporting partners, and to highlight Women's History Month, InHouse also selected a well known influencer from each respective community to help drive awareness to the Just For Kicks program as well as Foot Locker's #WHM 2021 programming.

InHouse ensured all beneficiaries of the Just For Kicks program were those individuals who truly needed the allotted footwear. InHouse's strong network of supporting partners included a vast amount of radio personalities, local hip hop artists, and influencers from the fashion, music, and technology space who all helped to drive the program forward.

Through partnerships with these organizations and influencers, over 600 pairs of sneakers were distributed.

All design & production was managed by InHouse.



SUPPORTING PARTNERS





During the fall of 2014, Kick Dreams United (KDU) was founded on a key possibility...what if the sneaker culture emerged as civic minded? Tony Hardy, founder of KDU, identified unused and outdated sneakers as an under utilized resource. From that realization he sought to develop an organization that would function as a bridge between sneaker collectors and those who are in need of sneakers.

After the Baltimore Riots of 2015, Tony was motivated to take positive action. He began his mission by taking sneakers out of his closet and delivering them to individuals living on the streets of Baltimore City. Since its inception in 2015, Kick Dreams United (KDU) has collected, cleaned, sorted, and distributed over 10,000 pairs of sneakers.





FACE's mission is to provide supportive service programs to recently released returning citizens and members of the community, to significantly help to alter their life course by helping to reduce relapse and recidivism vulnerability and remove treatment barriers for individuals actively seeking recovery from substance use and mental health disorders through the provision of safe, supervised housing and related supportive services."

FACE offers participants assistance in getting jobs, reuniting with families, getting help, treatment, and recovering from drug addiction/mental health problems. Participation in services is voluntary and is designed to meet the needs of each resident.





Started in 2002 by Rahim Thompson, the league invites top high school players around the region to play where it all started – in the park. For the past 15 years, games were played at 10th and Olney at Cherashore Playground.

For many, the league represented a rare chance to play highly competitive organized basketball on concrete. All games have now been moved to the FiDonce gym on G Street. They run in the far end of FiDonce on the second court, simultaneously with a pro-am league that plays on the first court – a league that’s packed with Chosen alumni, as well as NBA players like 2018 MVP James Harden.

In 2014, ESPN featured the Chosen League as one of the best outdoor leagues in the country, and it was also featured in NBA Live '18 – because of the way it connected to the culture of basketball, and not just the professional aspect.





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CREATIVE & DESIGN CONCEPTS

1. **TALENT ACQUISITION & MANAGEMENT** –worked directly with Foot Locker’ s marketing managers to create a strong influencer team consisting of individuals who are relevant in each respective community. InHouse selected the key influencers, negotiated rates, and coordinated all logistics.
2. **SNEAKER DISTRIBUTION STATION** - 10 x 10 branded pop-up tents , socially distanced station allowing for sneaker distribution. Brand Ambassadors managed the station, timing, and sanitization in between usage.
3. **SANITIZATION STATION** - 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.
4. **SOCIAL DISTANCING SIGNAGE & PPE** - 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, flags, and signs to be used at each Giveback.
5. **SNEAKER BOXES** – produced branded Foot Locker sneaker boxes that featured the social media handles of both @footlockerdmv or @footlockerphilly.
6. **FOOD & BEVERAGE** – continuing the Brand’ s commitment to Black and Brown businesses, Whimsie was on site for both activations providing ice pops to the kids.
7. **CONTENT CAPTURE TEAM** – dedicated photo & video team onsite for each sneaker Giveback. Inclusive of recap deck, video, & photos.
8. **DELIVERY VEHICLE** – delivery vehicle customized with “THE GIVEBACK” branding that was used for transportation, delivery of sneakers to Giveback locations, and additional brand visibility (concept exclusive to Philadelphia activation)





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BALTIMORE



TALENT ACQUISITION & MANAGEMENT

InHouse selected local Baltimore favorite and Power 105 host, DJ Nyla Symone to assist with the sneaker giveback and engage with the beneficiaries of this program.



@nylasymoneee

39.8k followers



TALENT ENGAGEMENT



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👤👤 Liked by inhousesdesignny and 786 others

nylasymoneee Meant a lot for me to be able to host this event with @inhousesdesignny & @kickdreamsunited to kick off @footlockerdmv 🙌... more

View all 30 comments

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inhousesdesignny Fire !



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SNEAKER DISTRIBUTION STATION



SANITIZATION STATION



SOCIAL DISTANCING SIGNAGE & PPE



SNEAKER BOXES



FOOD & BEVERAGE



BEHIND THE SCENES





PHILADELPHIA





Foot Locker
THE GIVEBACK

Foot Locker

Foot Locker

Foot Locker

Foot Locker



TALENT ACQUISITION & MANAGEMENT

For the Philly Giveback, InHouse selected local DJ & influencer, Kill Sing. Kill Sing has worked with the team before and has become an integral part of our Philly activations.



@killsing
5,491 followers



TALENT ENGAGEMENT



SNEAKER DISTRIBUTION STATION



SANITIZATION STATION



SOCIAL DISTANCING SIGNAGE & PPE



DELIVERY VEHICLE



SNEAKER BOXES



FOOD & BEVERAGE



BEHIND THE SCENES



CONTACT US

Sharad Bhavnani

Project Lead

sharad@inhouse.design

Arun Datta

Managing Partner

arun@inhouse.design

Max DeMasters

Director of Community
Partnerships

max@inhouse.design



Rohan Samtani

Creative Director

rohan@inhouse.design

Karan Jaspal

Coordinator

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

