

**Foot Locker®**

**THE GIVEBACK**

**PARIS NICOLE'S COAT DRIVE & GIVEBACK**

01.25.21 - 02.25.21



# ACTIVATION MARKET

Philadelphia, PA



# OVERVIEW



InHouse designed and produced this year's Paris Nicole Coat Drive on behalf of the partnership between Paris Nicole and Foot Locker. The goal was to make a stronger impact with Paris Nicole's pre-existing Fly Kid's Coat Drive and Foot Locker's community involvements via "The Giveback." The Foot Locker Paris Nicole Coat Drive was a two phase activation consisting of a 3 week long Coat Drive & a single day Coat Giveback.

InHouse created 3 large premium vinyl wrapped boxes to serve as gift collection centers at participating Foot Locker retail locations. These boxes were used for customers to donate and drop off gently used or new coats. Through the Coat Drive, 171 coats were collected among all of the gift collection boxes. InHouse also created a social media asset to promote gift collection in the three Philly locations. Paris Nicole increased visibility to the Foot Locker Paris Nicole Coat Drive via her social media channels and radio presence.

After all the coats were collected, InHouse sanitized prior to any distribution. InHouse and Paris Nicole selected Face to Face Germantown to be the nonprofit recipient of the coats and hosted the Coat Giveback activation on February 25th at its facilities.

All production was managed by InHouse.





PARIS NICOLE'S COAT DRIVE & COAT GIVEBACK - 01.25.21 - 02.15.21



# CREATIVE & DESIGN CONCEPTS

1. **COAT DRIVE BOXES** - designed (3) large premium vinyl wrapped boxes that served as GIFT COLLECTION CENTERS for gently used or new coats. Once all coats were collected, InHouse had all coats professionally sanitized. Collection ran from 1.25.2021 to 2.10.2021.
2. **PROMOTIONAL SIGNAGE** -created promotional signage to create visibility and awareness along with purchasing incentives they would receive upon donation of a new or gently used coat.
3. **DELIVERY VEHICLE** - branded Mercedes Benz Sprinter Van used for the pick up and drop off of the coats from each Foot Locker retail location. Delivery vehicle was onsite for the actual event for further brand visibility.
4. **SOCIAL MEDIA ASSET CREATION** - created social media posts in both IG square and story dimensions for promotion to help drive awareness to the coat drive and coat giveback
5. **COAT DISTRIBUTION STATION** -designed and produced to be used for distribution of all coats at the Coat Giveback.
6. **SOCIAL DISTANCING SIGNAGE & PPE** -designed and created branded social distancing signage to ensure all safety regulations and guidelines were followed.
7. **NON-PROFIT PARTNERSHIP** - facilitated a partnership with Face to Face Germantown to host phase 2 of the activation where the coats were distributed to kids and adults in need (concept specific to Coat Giveback only).
8. **DJ MUSIC STATION** - InHouse designed and produced a 4ft DJ Booth outfitted with Foot Locker and Paris Nicole branding. Music was handled by DJ AYE BOOGIE.
9. **EVENT HOST** - Paris Nicole was onsite to maintain the energy of the event as well as assist with the overall flow.



# COMMUNITY PARTNER



From its origins as a soup kitchen in 1985, Face to Face has evolved into a multi-service organization that offers free human services to more than 2,500 low income and homeless individuals each year.

Face to Face offers a Dining Room which serves hot meal restaurant style Fridays through Tuesdays. Doors open at 9am Mondays, Tuesdays, Fridays, Saturdays and at 11am on Sundays, allowing guests to socialize over coffee while they wait for the meal.

Guided by their motto of: Hospitality, Mutuality, and Transformation, Face to Face believes that each guest is the equal of each staff member and volunteer





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**Foot Locker**  
FACE COVERINGS  
ARE REQUIRED  
WHEN WEAR  
SOCIAL DISTANCING



# COAT DRIVE BOXES & PROMOTIONAL SIGNAGE



# DELIVERY VEHICLE



# SOCIAL MEDIA ASSET CREATION

 **footlockerphilly**   
Philadelphia, Pennsylvania

**Foot Locker**

**THE GIVEBACK**

**COAT DRIVE EDITION**

WITH THE DONATION OF A NEW/GENTLY USED COAT  
YOU WILL RECEIVE A \$15 FOOT LOCKER GIFT CARD.

**1.25.21 - 2.11.21**  
**@FOOTLOCKERPHILLY**

\*ONLY VALID FOR THE FIRST 100 COATS DONATED  
\*ALL COVID-19 SANITATION GUIDELINES WILL BE IMPLEMENTED

 

AT THE FOLLOWING PARTICIPATING STORES

<b>FOOT LOCKER</b> 3001 W CHELTENHAM AVE SUITE 2000, WYNCOTE, PA 19095	<b>FOOT LOCKER</b> 1519 CHESTNUT ST, PHILADELPHIA, PA 19102	<b>FOOT LOCKER</b> 92-98 S 69TH ST, UPPER DARBY, PA 19082
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 For information about COVID-19, visit [cdc.gov](https://www.cdc.gov). 

   

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**footlockerphilly** #Philly 📍 The GiveBack "Coat Drive Edition" !!

Giving back to our community is what matters. You can join in as well by donating a new/gently used coat at any of the @FootLocker locations listed below !!



# COAT DISTRIBUTION STATION





# SOCIAL DISTANCING SIGNAGE & PPE



# DJ MUSIC STATION



# EVENT HOST





Foot Locker  
FACE COVERINGS  
ARE REQUIRED  
PLEASE PRACTICE  
SOCIAL DISTANCING  
6 FEET APART

Foot Locker  
#BHM2021

FOOTLOCKERNYC  
FOOTLOCKERPHILLY



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