

Foot Locker

# 12 DAYS OF GREATNESS

ON THE HOUSE COMMUNITY MEAL GIVEBACK

11.23.20 - 11.25.20



# OVERVIEW

Foot Locker partnered with On The House Community for a multi-city meal program in NYC, Philadelphia and Compton. On The House Community is a grass roots initiative created by Foot Locker's execution team, InHouse Design.

Over the course of 3 days, 1,750 hot meals were distributed. We activated outside of our stores on Fulton Street, 125th Street, and 181st Street in NY. In LA, we activated in the parking lot of our Compton location. In Philadelphia we activated outside of our 69th Street location.

In addition to our store location in the Philadelphia market we also partnered with Face To Face (Germantown) and Francis J Myers Recreation Center (South Philly) to serve to those who have been suffering from food insecurity at the highest level.

A team of influencers with strong ties to each respective community was selected to help drive awareness to the activations in each city.

Safety guidelines were adhered to with signage placed strategically at each activation location instructing guests to social distance and wear a mask.





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# ACTIVATION MARKETS

## NYC

Foot Locker / HOH 408 Fulton Street Brooklyn

Foot Locker / 272 W. 125th Street, Harlem

Foot Locker / 605 W. 181st Street, Washington Heights

## PA

Face to Face Germantown / 123 E Price St, Philadelphia

Foot Locker / 69th Street & Chestnut

Francis Meyers Recreational Center / 5801 Kingsessing Ave, Philadelphia

## CA

Foot Locker / 205 E Compton Blvd



# CREATIVE & DESIGN CONCEPTS

1. **BRANDED MEAL RECEPTION STATION** – 10' x 10' pop up tent with 12 Days of Greatness branding, designated socially distanced station allowing for guests to receive a complimentary pre-packaged hot meal.
2. **BRANDED DELIVERY VEHICLE** – delivery vehicle outfitted with 12 Days of Greatness branding to be used for transportation and delivery of meals to designated outreach locations. \*\*Exclusive to NYC & PA Activations\*\*
3. **SOCIAL DISTANCING SIGNAGE & PPE** - InHouse designed and created Foot Locker branded social distancing signage to ensure that all guests and staff adhere to current safety guidelines. This signage is inclusive of branded tents and signs to be used at each activation location. InHouse also designed and created a contactless, branded Sanitization Station that functions as a sanitizer dispenser, allowing each guest and staff member to keep their hands clean at all times.



# CREATIVE & DESIGN CONCEPTS (CONT'D)

1. **INFLUENCER TEAM** – InHouse worked directly with Foot Locker marketing managers to create a strong influencer team consisting of individuals who are relevant in each respective community this activation was taken too. Each influencer has worked in the Foot Locker space before.
2. **ECO-FRIENDLY BRANDED PACKAGING** – 94% of the meals were packaged in eco-friendly packaging made entirely from a sugarcane and bagasse material. This square takeout box is entirely compostable and biodegradable to reduce the environmental impact. Each package was branded with a custom 12 Days of Greatness sticker.
3. **MEAL PROCUREMENT AND FOOD OPTIONS** - InHouse sourced both vegetarian and non vegetarian options. The meals were catered locally per city in which the activation took place. NYC was catered by Queens Bully and Sister's Caribbean Cuisine. PA was catered by Karma Restaurant and Food Chasers. CA was catered by Tasty Temptations. All catering companies were women-led, Black, or minority owned businesses.
4. **CREATIVE ASSET DESIGN** – InHouse handled the creation of all social media assets to drive attention to each activation. Assets were designed in Instagram story and post dimensions.





OWE COMPTON 205

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# BRANDED MEAL RECEPTION STATION



# BRANDED DELIVERY VEHICLE





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12 DAYS OF GREATNESS

SPRINTER

3500XD

@FOOTLOCKERNYC  
@FOOTLOCKERPHILLY

SMITHTOWN  
92006-MN  
SPRINTER OF SMITHTOWN.COM

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# SOCIAL DISTANCING SIGNAGE & SANITIZATION STATION



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# NYC INFLUENCER TEAM



@marcoglorious @nyemiahsupreme @oswinbejamin



# PHILLY INFLUENCER TEAM



@killsing

@bugsy58st



@gooddeedsalim



# COMPTON INFLUENCER TEAM



@therajakumari

@djcarisma

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# INFLUENCER ENGAGEMENT NYC



Liked by djsharad and 802 others

**nyemiasupreme** Yesterday was the greatest feeling! Thank you @footlockernyc & @onthehousecommunity for including me in #12daysofgreatness an amazing give back to the community! Happy thanksgiving everyone!

View all 35 comments

**djsharad** Blessings raining down.

**eduardo.dabas** 🔥🔥🔥🙏

23 hours ago

@nyemiasupreme  
153K followers



Liked by shah\_money12 and 761 others

**oswinbenjamin** Thank you @footlockernyc and @onthehousecommunity for allowing me to be part of the #12daysofgreatness initiative! We gave out 500 meals... more

View all 33 comments

**shah\_money12** 🙏🙏🙏

**marloncraft** 🔥

23 hours ago

@oswinbenjamin  
27.8K followers



# INFLUENCER ENGAGEMENT NYC (CONT'D)



♥ 🔍 📌 ... 📌  
Liked by [eduardo.dabas](#) and 1,078 others  
**marcoglorious** What does community mean to you?  
♥  
What does greatness mean to you... [more](#)  
[View all 82 comments](#)

**@marcoglorious**  
26K followers



♥ 🔍 📌 ... 📌  
Liked by [eduardo.dabas](#) and 452 others  
**djdpone** As a BROOKLYN DJ, I am honored to work with @footlockernyc to help launch the #12daysofgreatness! We served over 250 people on Fulton street today! That's spreading love, the Brooklyn way.  
[View all 38 comments](#)

**@djdpone**  
7,341 followers



# INFLUENCER ENGAGEMENT PHILLY



Liked by munch215 and 1,065 others

**killsing** Yesterday, I got to be apart of something amazing! @footlockerphilly & @inhousedesignny came together to put on #12DaysofGreatness. Their mission was to deliver... more

View all 53 comments

**footlockerphilly** 🍌🍌🍌🍌

**inhousedesignny** 🍌🍌🍌🍌

**@killsing**  
 5,319 followers



Liked by munch215 and 905 others

**bugsy58st** it felt good giving back to my community I'll like to thank my partners @footlockerphilly and the whole #12Daysofgreatness team

View all 40 comments

**inhousedesignny** Do. Good. Work.

**onthehousecommunity** Thank You for helping us serve 500 plus meals yesterday with the @footlockerphilly team.

**@bugsy58st**  
 112K followers



# INFLUENCER ENGAGEMENT COMPTON



Liked by djarjun1129 and 26,819 others

**therajakumari** We launched the @footlockerla #12daysofgreatness in Compton yesterday in partnership with @onthehousecommunity and served over 500... more  
View all 136 comments

**djsharad** Thank you for supporting this initiative RK. GOD Bless.

**massappealrecs** 🙏🙏🙏  
1 day ago

**@therajakumari**  
591K followers



1,226 likes

**djcarisma** Today was a good day. Gave out 500 meals today with the @footlockerla fam! Happy Thanksgiving Y'all  
View all 78 comments

**inhousesesignny** In our house , everyone eats

**@djcarisma**  
233K followers





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# ECO-FRIENDLY BRANDED PACKAGING



# MEAL PROCUREMENT & FOOD OPTIONS



# CREATIVE ASSET DESIGN

Foot Locker

55 6AVE 02 |  
**12 DAYS OF GREATNESS**  
UNSAI NS22

**Pull Up. Grab A Hot Meal. On The House.  
No Purchase Necessary**

**MONDAY 11/23**

Foot Locker  
92-98 S 69th St Upper Darby, PA 19082  
1:30pm - 3pm

Francis Meyers Recreational Center  
5801 Kingsessing Ave, Philadelphia, PA 19143  
3:30pm - 5pm

Hosted by @bugsy58st & @killisng

ON THE HOUSE

Masks and Social Distancing are mandatory

Foot Locker

55 6AVE 02 |  
**12 DAYS OF GREATNESS**  
UNSAI NS22

**Pull Up. Grab A Hot Meal. On The House.  
No Purchase Necessary**

**WEDNESDAY 11/25**

Foot Locker Compton  
205 E Compton Blvd  
11am - 2pm

Hosted by @therajakumari & @djarisma

ON THE HOUSE

Masks and Social Distancing are mandatory

Foot Locker

55 6AVE 02 |  
**12 DAYS OF GREATNESS**  
UNSAI NS22

**Pull Up. Grab A Hot Meal. On The House.  
No Purchase Necessary**

**WEDNESDAY 11/25**

Foot Locker Harlem  
268 W. 125th Street  
11am - 1pm

Foot Locker Washington Heights  
605 W. 181st St.  
2:30pm - 4:30pm

Hosted by @nyemahsupreme, @oswinbenjamin & @marcoglorious

ON THE HOUSE

Masks and Social Distancing are mandatory





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# CONTACT US

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