

**Foot  
Locker**

**AIR JORDAN 34 BLAKE GRIFFIN**

**10.08.2019**



# ACTIVATION MARKET

Detroit



# OVERVIEW



InHouse produced a consumer experience to celebrate the Air Jordan 34 Blake Griffin release. This event took place at Footlocker's 8 Mile store in Detroit.

The activation was focused on a live Q&A with Blake Griffin led by Jumpman Bostic and Peyton Kemp. Custom staging, lounge furniture, and interactive stations were designed for the event. Fun filled activities were also designed to engage consumers and generate excitement around the release. All design concepts included Foot Locker Air Jordan 34 Blake Griffin branding and designated Brand Ambassadors to assist consumers.

Sound and music throughout the event was controlled by a local deejay.

All production and entertainment services were managed by InHouse.





# STAGING & FURNITURE FOR BLAKE GRIFFIN Q&A





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# INTERACTIVE BRANDED STATIONS

## 1. Obstacle Course

A 20'x5' footprint with a basketball dribbling obstacle course ending with a specific pass target for the consumer. A High Energy Host/Brand Ambassador engaged with consumers to participate in the challenge.

## 2. Pop-a-shot Basketball Hoops Station

Quadruple branded pop-a-shot basketball hoops were brought to Kids Foot Locker store in Washington Heights to make it a fun experience for consumers and create energy around basketball. The pop-a-shot unit was customized with large format printing to include the Foot Locker and Air Jordan Detroit branding.

## 3. Video Gaming Station

Inclusive of a 70" LED screen to create a freestyle play setting for consumers who were given an option to play NBA 2k20.

## 4. Interactive Print Experience T-shirt Station

Inclusive of a real time print gun and premium signage along with 100 white t-shirts. Assorted logos within the print experience included Because Sneakers, Air Jordan, Foot Locker, House of Hoops, and varied Detroit specific logos.

## 5. DJ Music Station

Local deejay managed the sound for the Blake Griffin Q&A and played music throughout the event. A custom DJ booth was designed, built, and installed with the House of Hoops and Air Jordan 34 Blake Griffin branding. The DJ booth also included a main sound system with microphones for the speakers.

## 6. Hydration Station

Inclusive of a Brand Ambassador at the station helping to serve complimentary boxed water and energy drinks.



# OBSTACLE COURSE





# POP-A-SHOT BASKETBALL HOOPS





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# VIDEO GAMING STATION



# INTERACTIVE PRINT EXPERIENCE T-SHIRT STATION



# DJ MUSIC STATION





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# CONTACT US

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