Foot Locker

AIR MAX DAY

03.26.2019

IN

ACTIVATION MARKETS

Los Angeles
Philadelphia
Detroit

OVERVIEW

InHouse produced and managed a consumer experience to celebrate Nike's iconic Air Max Day. This event took place at Footlocker in Hollywood & Highland, Los Angeles store.

Consumers enjoyed playing throwback arcade games and munching on custom branded food and beverage items while shopping and celebrating Air Max Day.

The soundtrack was curated by local deejays – DJ Jada Chambers and DJ Winfre Oribhabor. Event hosts from LA Air Heads were onsite to bring brand awareness of Air Max Day.

Additional activation markets included Footlocker's Cedarbrook and 8 Mile Road store locations.

All design, production, and external vendors were managed by InHouse.

Foot Locker
DISCOVER
YOUR AIR.

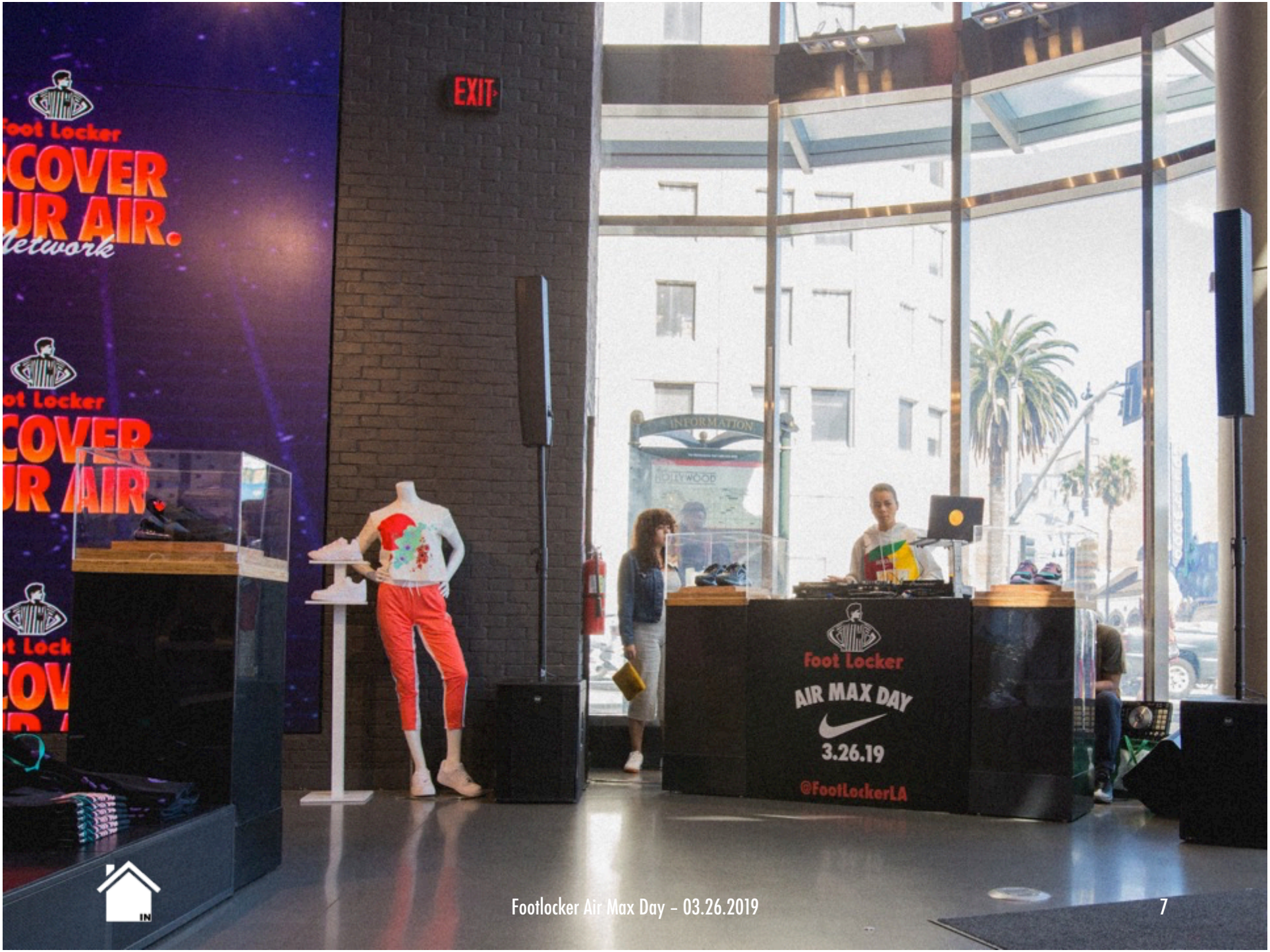
ARCADE GAMES

Four Arcade Games were brought to the Footlocker store to make it a fun experience for consumers.
Games included 60 Classics in One, Street Fighter, Centipede/Defender Combo, and Ms. Pacman.
A Games Attendant was onsite to make sure the games were on point for consumers who played.

NIKE
EXIT
DISCOVER
YOUR AI
CHAMPION
EDITION
Phoenix

LIVE DJ, SOUND, AND BRANDED DJ BOOTH

Local deejays helped create the vibe by spinning the hottest sounds for Air Max Day. A custom DJ booth was designed, built, and installed with the Footlocker and Air Max branding.


EXIT
Foot Locker
AIR MAX DAY
3.26.19
@FootLockerLA
INFORMATION

EVENT HOST MANAGEMENT

DISCOVER
YOUR AIR.
AIR MAX 97.
AUTHENTIC ORIGINAL
VANS

CATERING SERVICE MANAGEMENT

#discoveryourair

CONTACT US

Arun Datta & Sharad Bhavnani
Lead Producers
arun@inhouse.design
sharad@inhouse.design

InHouse
11 Michael Avenue
Farmingdale, NY 11735
516.496.2217
@inhousedesignny