Foot Locker

#BHM2021

BLACK HISTORY MONTH CONTENT SHOOT

01.29.2021 – 02.12.2021

ACTIVATION MARKETS

NEW YORK, NY
PHILADELPHIA, PA

OVERVIEW

InHouse conceptualized a series of curated content pieces centered around young and accomplished Black creators as part of Foot Locker's Black History Month 2021 program. The focus of the shoot were interviews about sneaker culture playing a major role in the Black community. The Black History Month content shoot took place in the New York and Philadelphia markets driving awareness to Black History Month.

InHouse produced 8 videos and 16 photo pieces for Foot Locker to share throughout Black History Month. InHouse worked closely with Foot Locker's East Coast Marketing Director, Anthony "Munch" Steele to select the influencer team for the Black History Month content shoot. The video pieces were recorded with each influencer at locations that best represented their humble beginnings.

The Black History content shoot was designed for IGTV and for each influencer along with the brand to share the content via social media.

All creative design and production was managed by InHouse.

Foot Locker
#BHM2021
@christiancrosby
Philadelphia, PA

Foot Locker
#BHM2021
@bristeves
Philadelphia, PA

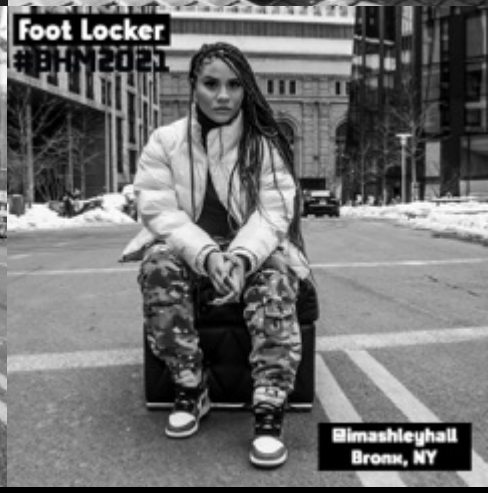
Foot Locker
#BHM2021
@djdiamondkuts
Philadelphia, PA

Foot Locker
#BHM2021
@kingsaladeen
Philadelphia, PA

Foot Locker
#BHM2021
@jmedia_
Harlem, NY

Foot Locker
#BHM2021
@wayno119
Harlem, NY

Foot Locker
#BHM2021
@lowkeyuhtn
Harlem, NY


Foot Locker
#BHM2021
@imashleyhall
Bronx, NY

CREATIVE & DESIGN CONCEPTS

1. CONTENT SHOOT – coordinated a stylized photo and video shoot campaign around Foot Locker's Black History Month 2021 programming.
2. INFLUENCER ACQUISITION –managed the selection of influencers, rate negotiations, and all logistics and production elements for the Black History Month 2021 Content Shoot. The influencer team was selected based on each influencer's ties to the New York and Philadelphia markets to help drive awareness to Black History Month.
3. CURATED CONTENT CREATION –created (8) vertical video posts for Instagram TV, with background score and voice over, as well as edited images of each key influencer. All content was delivered to Foot Locker's management team within 72 hours of the shoot.
4. SOCIAL MEDIA ASSET CREATION – provided supplemental branded black and white Instagram square and story assets of each influencer to be posted by the brand as additional content.

INFLUENCER TEAM - NYC

Wayno

@wayno119

126k followers

Ashely Hall

@imashleyhall

49.8k followers

Jamila Mustafa

@jmedia_

50.8k followers

Low Key

@lowkeyuhtn

27.9k followers

WAYNO

Picture is clickable and will redirect viewer to the video content

Formerly of Complex's 'Everyday Struggle', Wayne "Wayno" Clark has become a staple in music journalism. In the early stages of his career, he was an intern and then A&R for Roc-A-Fella records. Now, Wayno is the CEO of Triangle Offense Management, a management, A&R and marketing group that strives for excellence for young talent in the digital age.

ENGAGEMENT

wayno119
El Barrio, NYC (Spanish Harlem/SpaHa)
Liked by djsharad and 5,689 others
wayno119 I Was born & raised in the Bronx but when I moved to East harlem at 12yrs old that's the place that made me a man. I'm from 119th & Lexington thus the (119) on my name. I've been able to tell my story in a lot of different ways & this time it was with @footlockernyc for Black History Month , I hope that any & everyone can use my story as an example to never settle & chase your dreams! #BHM2021
View all 213 comments
davidagbodji Uptown kings
calligrafist Was an Honor to be Able to Help Tell That Story Visually. Mashallah

wayno119
El Barrio, East Harlem, New York
Liked by djsharad and 4,802 others
wayno119 Went to my old block to talk sneakers with @footlockernyc for BHM it was so cold look at the despair on my face & those Grinch OGs not the proto coming soon
View all 176 comments
wayno119 @pushageez_
footlockernyc #BHM

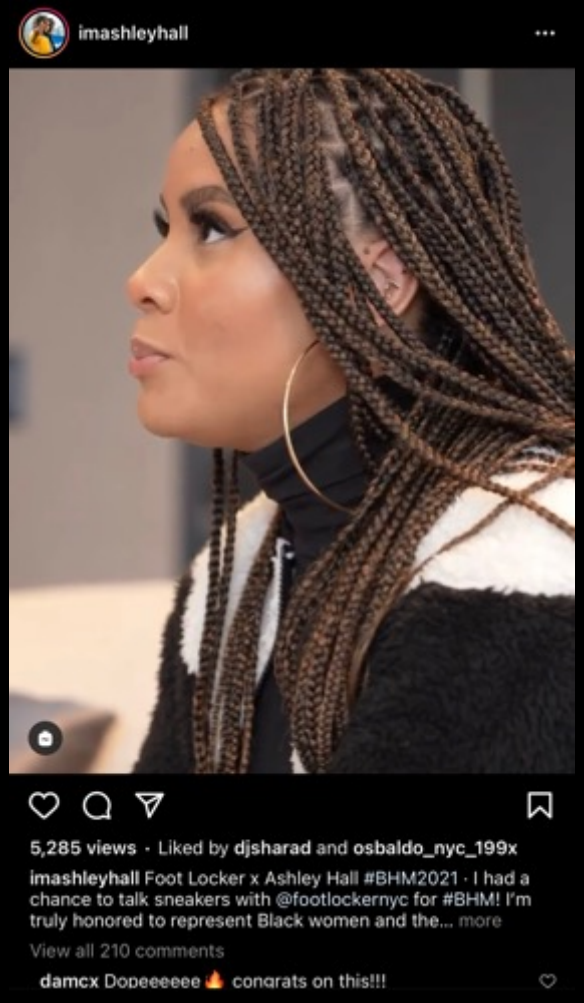
wayno119
5,937 views · Liked by djsharad and deewellsosd
wayno119 Footlocker #BHM2021 - I pride myself on being an example for the younger ones coming up after me , I really appreciate @footlockernyc for putting this together what up @munch215 @djsharad shot by @kristinajmedia
View all 99 comments

ASHLEY HALL

Ashley Hall is a content creator based out of New York City with a focus on beauty and sneakers. Ashley currently creates content for Youtube and Instagram, where she has an audience of over 60K supporters. Since the inception of Curls Fo' The Girls, Ashley has worked with renowned brands such as L'Oreal, Estee Lauder, Bumble & bumble., Foot Locker and many more!

Picture is clickable and will redirect viewer to the video content

ENGAGEMENT


imashleyhall
5,285 views · Liked by djsharad and osbaldo_nyc_199x
imashleyhall Foot Locker x Ashley Hall #BHM2021 · I had a chance to talk sneakers with @footlockernyc for #BHM! I'm truly honored to represent Black women and the... more
View all 210 comments
damcx Dopeeeeee 🔥 congrats on this!!!

imashleyhall
Bronx, NY
Liked by inhousedesignny and 1,268 others
imashleyhall Finally being able to share a dope project i did with @footlockernyc on MJ's birthday. Coincidence? I think not! 🐂 Stay tuned 🤫
Jacket @nikewomen
Pants @tier_nyc
Kicks @jumpman23 Air Jordan 1 Chicago
📸 @calligrafist
#imashleyhall #becausesneakers #bhm2021
View all 109 comments

imashleyhall
Bronx, NY
Liked by inhousedesignny and 1,268 others
imashleyhall Finally being able to share a dope project i did with @footlockernyc on MJ's birthday. Coincidence? I think not! 🐂 Stay tuned 🤫
Jacket @nikewomen
Pants @tier_nyc
Kicks @jumpman23 Air Jordan 1 Chicago
📸 @calligrafist
#imashleyhall #becausesneakers #bhm2021
View all 109 comments

JAMILA MUSTAFA

Jamila Mustafa is one of the most prominent voices shaping the millennial generation. She is an international award-winning broadcast journalist, host, and actress. She has corresponded for FOX, iHeartMedia, BET Networks and ESPN 2 just to name a few. Mustafa has hosted for live crowds upward 80,000 people. For her achievements, she received a letter of recognition from former U.S Vice President Joe Biden and was recently named one of the Most Influential People of African Decent Under 40 by the United Nations.

Picture is clickable and will redirect viewer to the video content

ENGAGEMENT

jmedia_

Liked by osbaldo_nyc_199x and 1,084 others

jmedia_ Wilmington Raised Me 💯
Harlem Framed Me⭐
Foot Locker Highlighted Me✊

JAMILA MUSTAFA
for
FOOT LOCKER NYC ~ @footlockernyc @footlockerwomen
@footlocker
Stay Tuned 👀 🎥 ✒️

jmedia_

1,783 views · Liked by djsharad and osbaldo_nyc_199x

jmedia_ From 1987 to mid-90s MTV Networks decided to make a shift in music coverage. YO! MTV Raps! Hosted by #Fab5Freddy #EdLover and #DoctorDre was the first... more

View all 52 comments

jmedia_ @sulminati_boss 🔥🔥

jmedia_ @_sunshinerae 🙌🙏😊

1 week ago

jmedia_

Liked by osbaldo_nyc_199x and 1,084 others

jmedia_ Wilmington Raised Me 💯
Harlem Framed Me⭐
Foot Locker Highlighted Me✊

JAMILA MUSTAFA
for
FOOT LOCKER NYC ~ @footlockernyc @footlockerwomen
@footlocker
Stay Tuned 👀 🎥 ✒️

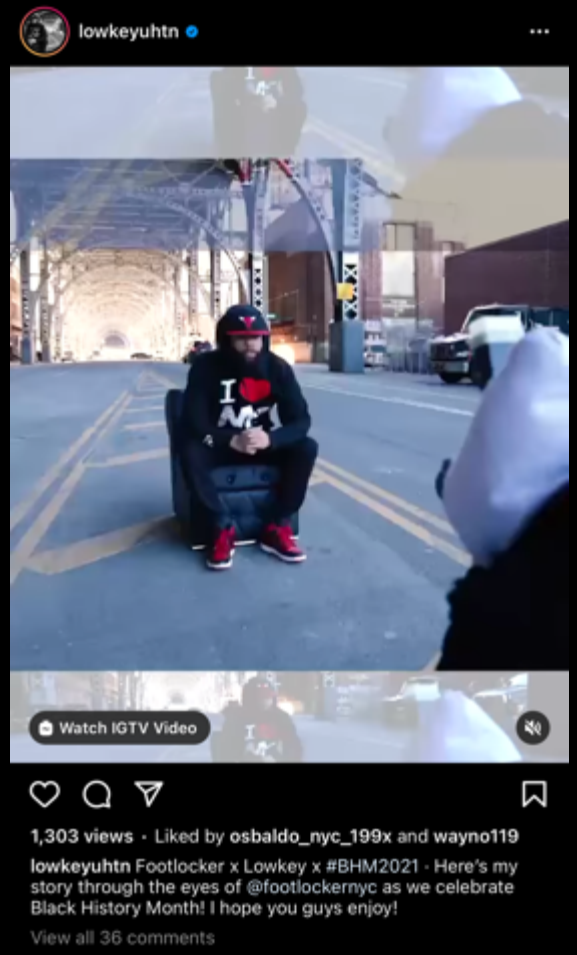
LOWKEY

Lowkey made his name as an influencer, journalist, blogger, and live event host before joining the Apple Music family. His continued presence in hip-hop media—along with an immaculate track record of taste—has led to him becoming the host for Hip-Hop/R&B Throwback Radio on Apple Music.

Picture is clickable and will redirect viewer to the video content

ENGAGEMENT

lowkeyuhtn
Liked by mcmaxjd and 339 others
lowkeyuhtn C. A. N. 📸: @calligrafist
View all 3 comments
February 14


lowkeyuhtn
Watch IGTV Video
1,303 views · Liked by osbaldo_nyc_199x and wayno119
lowkeyuhtn Footlocker x Lowkey x #BHM2021 · Here's my story through the eyes of @footlockernyc as we celebrate Black History Month! I hope you guys enjoy!
View all 36 comments

lowkeyuhtn
Foot Locker
#BHM2021
@lowkeyuhtn
Harlem, NY
Liked by djjuicy and 426 others
lowkeyuhtn I told my little story with @FootLockerNYC and we all get to see it, Monday February 15th! I'm reppin Harlem, but we all know it's Jersey all day! #BHM2021
View all 37 comments
February 12

INFLUENCER TEAM - PHILLY

Christian Crosby

@christiancrosby

103k followers

DJ Diamond Kuts

@djdiamondkuts

153k followers

King Saladeen

@kingsaladeen

103k followers

Bri Steves

@bristeves

72.9k followers

CHRISTIAN CROSBY

Originally from Voorhees, New Jersey, Christian started out as a trampoline dunker at 18 with the Sixers Dunk Squad before his energetic personality won him his spot as the in-arena host for the Philadelphia 76ers. In 2014 he founded Live Life Nice, a company that produces and distributes original, moving content telling stories about extraordinary people being "nice" and doing "nice" things. It's overall mission is to highlight positive news. Live Life Nice clothing is carried by select Foot Locker retailers.

Picture is clickable and will redirect viewer to the video content

ENGAGEMENT

christiancrosby
11,364 views · Liked by calligrafist and kingsaladeen
christiancrosby Foot Locker x BHM2021 · major thanks to @footlockerphilly for highlighting and acknowledging the impact of my cause-driven apparel company... more
View all 222 comments

christiancrosby
Foot Locker
11,363 views · Liked by calligrafist and kingsaladeen
christiancrosby Foot Locker x BHM2021 · major thanks to @footlockerphilly for highlighting and acknowledging the impact of my cause-driven apparel company... more
View all 222 comments

DJ DIAMOND KUTS

Born Tina Dunham, it was Diamond Kuts' father and legendary Philly MC, Grand Tone, who introduced her to DJing after gifting her a belt drive turntable for Christmas. Almost immediately, Kuts was obsessed and began stashing her pennies to upgrade to a set of Technics. After linking up with local DJs, Diamond Kuts began to cultivate a following around school where kids would line up for her monthly mixtapes, and was DJing regular stints at local clubs before she could even legally attend them.

Picture is clickable and will redirect viewer to the video content

ENGAGEMENT

djdiamondkuts
9,996 views · Liked by calligrafist and killsing
djdiamondkuts Things that keep me motivated? 💖Did a nice piece for @footlockerphilly for #BHM2021 Family! 💖💖💖
View all 193 comments
cookieekawaii 🔥🔥

djdiamondkuts
10,000 views · Liked by calligrafist and killsing
djdiamondkuts Things that keep me motivated? 💖Did a nice piece for @footlockerphilly for #BHM2021 Family! 💖💖💖
View all 193 comments
cookieekawaii 🔥🔥

KING SALADEEN

King Saladeen is a world renown self-taught American contemporary artist whose works are exhibited all over the world. He is well-known for his iconic “Money Bear”. His creativity has evolved and gained him access into the global art arena. He’s now an expert with many different paints from acrylic to spray paint on canvases and exotic cars. Thus far, Saladeen has exhibited his works on the sixth floor of the NYSE, released a custom clothing collection with Champion athletic wear, and debuted his own toy “JP the Money Bear” at ComplexCon (2018) and Shenzen Toyz Festival (2019).

Picture is clickable and will redirect viewer to the video content

ENGAGEMENT

kingsaladeen
Philadelphia, Pennsylvania
Foot Locker
#BHM2021
@kingsaladeen
Philadelphia, PA
Liked by djsharad and 771 others
kingsaladeen Thank you @footlockerphilly 🔥 Can't wait to see this footage 💪 #bhm2021 #blackexcellence #kingsaladeen #Philly #footlockerPhilly #Sneakerculture #Art #BlackCreators
View all 63 comments
footlockerphilly 🔥🔥🔥🔥
wayno119 🔥🔥🔥
February 11

kingsaladeen
4,272 views · Liked by djjuicy and djsharad
kingsaladeen #Bhm2021 @footlockerphilly · Honored to be apart of this years Black History month Project for my City #Philly
View all 138 comments

BRI STEVES

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Originally from East Falls in Philadelphia, Bri found initial inspiration in her mom's classic records of Marvin Gaye, Faith Evans, Lauryn Hill, and Mary J. Blige before discovering the likes of Foxy Brown, Missy Elliott, Kanye West, Pharrell, The Notorious B.I.G., Drake, and more via YouTube – fusing multiple influences from the classic sounds of Philly and today's hip-hop/R&B artists, Bri started to discover her sound. Relocating to Delaware Delaware at ten-years-old, she took up playing the viola, performing in the Delaware Symphony Orchestra through high school. Bri later returned to the Philly to attend Temple University, where she studied public relations. But in any spare moment, Bri studied her true passion; music. She dove headfirst into writing and recording – investing her whole life savings in professional gear, including speakers and headphones – determined to teach herself how to engineer and producer her own tracks.

ENGAGEMENT

bristeves
Liked by mcmaxjd and 5,073 others
bristeves And I'm back
View all 174 comments
dramab2r
djsharad Sneaker talk !!!!

bristeves
1520
THE ERNEST BUILDING
2,824 views · Liked by mcmaxjd and killsing
bristeves Footlocker #BHM2021 · Went to my old block to talk sneakers wit @footlockerphilly 🙏 Honored to be an example for my city and my generation 💪
I appreciate @djsharad for putting this one together 🤝💞
View all 87 comments

bristeves
Liked by mcmaxjd and 5,073 others
bristeves And I'm back
View all 174 comments
dramab2r
djsharad Sneaker talk !!!!

ONE WAY
2nd St
DONT BLOCK THE BOX
SEPTA

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
Production Coordinator
karan@inhouse.design

Nisha Bhavnani
Director of Business Development & Brand Partnerships
Nisha@inhouse.design

InHouse
18 Cain Drive
Plainview, NY 11735
516.496.2217
@inhousedesignny