

Foot Locker

THE GIVEBACK

08.31-09.01.2019



ACTIVATION MARKETS

New York City
Philadelphia



OVERVIEW



InHouse produced a consumer experience to celebrate Foot Locker's exclusive event - The Giveback for children of all ages. This event took place at Footlocker's newest store in Washington Heights, New York City. Additional market activations included Philadelphia.

Custom built interactive stations gave consumers the opportunity to grab exclusive complimentary The Giveback supplies, play basketball and/or video games, get their face painted by a local artist, and snack on light bites. A social photographer was onsite to capture the fun moments where consumers could instantly text the photos to themselves. All interactive stations were designed to include the Foot Locker's The Giveback branding and designated Brand Ambassadors to assist with the activities.

A curated soundtrack was heard throughout the event by Hot 97's Heavy Hitter - DJ Fattingaz.

All production and entertainment services were managed by InHouse.



THE GIVEBACK SOCIAL PHOTOS

A wireless portable photo system was set up on the ground floor of the Foot Locker Washington Heights store. High quality snapshots were taken of consumers with a Foot Locker backdrop. Consumers could instantly text the photo to themselves as well as go home with a 4x6 print with the Foot Locker branding.



INTERACTIVE BRANDED STATIONS

1. The Giveback Giveaway Station

A custom DJ booth was designed, built, and installed with Foot Locker's The Giveback branding where consumers received exclusive back packs and make it their own with options of assorted NY themed and Foot Locker pins

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 x Washington Heights x The Giveback branding.

3. Video Gaming Station

Inclusive of two 70" LED screens to create 2 freestyle play settings for consumers who were given an option to play either NBA or Madden 2k19.

4. Face Painting Station

Inclusive of local face painters, table and chairs that gave consumers to get their face painted with kids characters, super heroes, and NY professional team logo.

5. DJ Music Station

Local DJ and Hot 97's Heavy Hitter DJ Fattingaz helped create the energy and hype in store for the The Giveback season. A custom DJ booth was designed, built, and installed with the Foot Locker x The Giveback branding.

6. Food & Beverage Station

Inclusive of a Brand Ambassador at the station helping to serve The Giveback inspired cookies and assorted beverages.



THE GIVEBACK GIVEAWAY STATION





FOOT LOCKER The Giveback - 08.31-09.01.2019

POP-A-SHOT BASKETBALL HOOPS



VIDEO GAMING STATION



FACE PAINTING STATION



DJ MUSIC STATION



FOOD & BEVERAGE STATION





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