

**Foot
Locker**

GIANNIS NIKE ZOOM FREAK

08.03.2019



ACTIVATION MARKETS

Los Angeles
Philadelphia



OVERVIEW



InHouse produced and managed a consumer experience to celebrate the launch of the Giannis Nike Zoom Freak. This event took place at Footlocker in Hollywood & Highland, Los Angeles store. Additional activation markets included Footlocker's Cedarbrook store.

The Los Angeles in store activation was designed to bring attention and excitement to the Giannis Nike Zoom Freak release consisting of activities, music, and a beverage component within the House of Hoops section of the retail store. The first 25 consumers went home with custom one of one basketball painted by local artist Distorted.

The soundtrack was curated by local celebrity deejay – DJ Dre Sinatra. Event Host, Frenchy was onsite to bring awareness and create energy around the Giannis Nike Zoom Freak sneaker release.

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



ONE
OF
ONE



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INTERACTIVE BRANDED STATIONS

1. Pop-a-shot Basketball Hoops Station

Dual branded pop-a-shot basketball hoops were brought to the Footlocker store to make it a fun experience for consumers. The pop-a-shot units were customized with large format pricing to include Nike, House of Hoops, and Giannis Nike Zoom Freak branding and placed strategically around Footlocker's retail space to create an "around the world" effect. Consumers were tasked to score at the pop-a-shot station for a prize awarded by the store.

2. Basketball Customization Experience Station

A limited amount of consumers who purchased the Giannis Nike Zoom Freak sneaker received a complimentary basketball and had the opportunity to get it customized by local artist Distorted.

3. DJ Music Station & Event Host Management

Local celebrity DJ Dre Sinatra helped create the vibe by spinning the hottest sounds for the Giannis Nike Zoom Freak release. A custom DJ booth was designed, built, and installed with the Footlocker, House of Hoops, Giannis Nike Zoom Freak branding. Host was onsite to bring attention and excite guests about the release.

4. Hydration Station

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



POP-A-SHOT BASKETBALL HOOPS





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BASKETBALL CUSTOMIZATION EXPERIENCE STATION





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DJ MUSIC STATION & EVENT HOST MANAGEMENT





HYDRATION STATION





CONTACT US

Sharad Bhavnani & Arun Datta

Lead Producers

sharad@inhouse.design

arun@inhouse.design

InHouse

11 Michael Avenue

Farmingdale, NY 11735

516.496.2217

@inhousedesignny

