

Foot Locker

NIKE PYTHON

10.30.2019



ACTIVATION MARKETS

New York City



OVERVIEW



InHouse produced a consumer experience to promote the Nike Python with creative centered approved “snakeskin” branding. This event took place at Footlocker’s 34th street store in New York City.

The retail space was customized with “snakeskin” branding through the store and primarily targeted to female consumers. Key deliverables included a spa build out, sound, lighting, photo moments, food and beverage.

Sound and music throughout the event was controlled by a Foot Locker appointed DJ Jadalareign.

All design, production, and talent was managed by InHouse.





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INTERACTIVE BRANDED STATIONS

1. Spa Station

A custom spa station was designed for consumers to enjoy a complimentary manicure and/or facial. InHouse brought in 4 tables for nail technicians, 8 chairs for the nail station, and 4 director chairs for facials, and a white pedestal for the aestheticians to use for product.

2. Nike Python Social Photo Station

An open air sleek modern GIF photo booth was built for consumers to take high quality snapshots. Consumers could instantly text or email themselves with the photo marked with #becausesneakers. A custom 6'x6' backdrop was built to include a jungle theme, python/snakeskin wrapped swing, and a green turf floor for the optimal experience. Inclusive of a Brand Ambassador onsite to assist consumers with the process.

3. DJ Music Station

Local DJ Jadalareign played music throughout the Nike Python event. A custom DJ booth was designed, built, and installed with the Nike Python branding. The DJ booth also included a main sound system aligned to the DJ's tech rider.

4. Food & Beverage Station

Inclusive of a Brand Ambassador at the station helping to serve premium baked goods with python/snakeskin print, and boxed water and fruit juices for consumers to grab and go.



SPA BUILDOUT

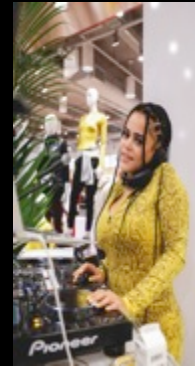




NIKE PYTHON SOCIAL PHOTO STATION



DJ MUSIC STATION





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FOOD & BEVERAGE STATION





CONTACT US

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