Foot Locker

ROCK THE VOTE

10.8, 10.9, 10.19.2020

IN

ACTIVATION MARKETS

New York City

Philadelphia

OVERVIEW

ROCK THE VOTE

InHouse designed and produced a consumer experience to build awareness around Foot Locker's Rock the Vote campaign. This event took place on a 2 day NYC tour focusing on Harlem, Washington Heights and the Bronx on 10.8 and 10.9.2020. Additional activation markets included a multi location tour covering key areas in Philadelphia including Cedarbrook, 69th Street, 52nd Street, and South Street on 10.19.2020.

The Rock the Vote activation was designed to bring attention and excitement around the 2020 US Presidential Election to ultimately encourage the community to vote. A LED billboard truck was customized with the Foot Locker branding, Rock the Vote slogan, and a specific QR code directing consumers to voter registration. The truck took a tour around uptown New York City and the Bronx. In front of the Foot Locker store outdoors, an activation space was designed with a sanitizer station and a distribution center where Brand Ambassadors provided consumers with exclusive Foot Locker Rock the Vote t-shirts, face masks, and water bottles.

All design and production were managed by InHouse.

11.3.20
Foot Locker
FACE COVERINGS ARE REQUIRED
PLEASE PRACTICE SOCIAL DISTANCING
PROBLEMAS ORGANIZANDO SUS MEDICINAS?
ESTO
DENTAL

DESIGN CONCEPTS

1. LED BILLBOARD TRUCK – inclusive of a driver that toured Washington Heights, the Bronx, and Harlem for a 3 hour period on October 8 and 9. The truck featured 3 LED screens (one on each side and the back) with content that included the Foot Locker and Rock the Vote logos along with a QR code directing viewers to voter registration.
2. INFLUENCER PROGRAM – partnered with NYC's top Hot97 deejays, the Event Host for the NBA Philadelphia 76ers, and a popular Ambassador to increase visibility and awareness around Foot Locker's Rock the Vote campaign.
3. ROCK THE VOTE STATION – inclusive of branded Foot Locker "Vote" t-shirts, face masks, and water bottles. All distribution was managed by Brand Ambassadors who were onsite for the entire day to give out the products and encourage voting.
4. DJ MUSIC STATION – Local deejays managed the sound and played music in store during the Rock The Vote activation. The DJ booth was designed to drive voter registration with a QR code directing consumers to voter registration. The booth also included a main sound system with microphones for the speakers.
5. SOCIAL DISTANCING PPE – InHouse designed and created a contactless, Foot Locker branded Sanitization Station that functioned as a thermometer and sanitizer dispenser, allowing each guest to monitor their temperature and keep their hands clean at all times. Social distancing measures were strictly adhered by staff and consumers via branded Foot Locker signage at each activation location.
6. STICKY'S FINGER JOINT (Harlem only) - created a partnership with Sticky's Finger Joint to provide complimentary individually packed meals to all guests that were registered to vote, and meals were distributed at the Rock the Vote Station.

LED BILLBOARD TRUCK

Foot Locker
WELCOME WASHINGT
St Nicholas
ROCKVOTE
MOBILE DIGITAL BILLBOARDS

INFLUENCER PROGRAM

DJ Kast One

Hot97
Morning Show

@djkastone

64,500 followers

DJ Saige

Hot97
Mix Show

@djsaige

17,000 followers

DJ Boof

Official Tour DJ for
Nikki Minaj and
Fabulous

@djboof

142,000 followers

DJ Juanyto

Hot97
Morning Show

@djjuanyto

29,800 followers

Ashley Hall

Foot Locker
Ambassador

@imashleyhall

7,537 followers

Christian Crosby

Event Host for the
NBA Philadelphia
76ers

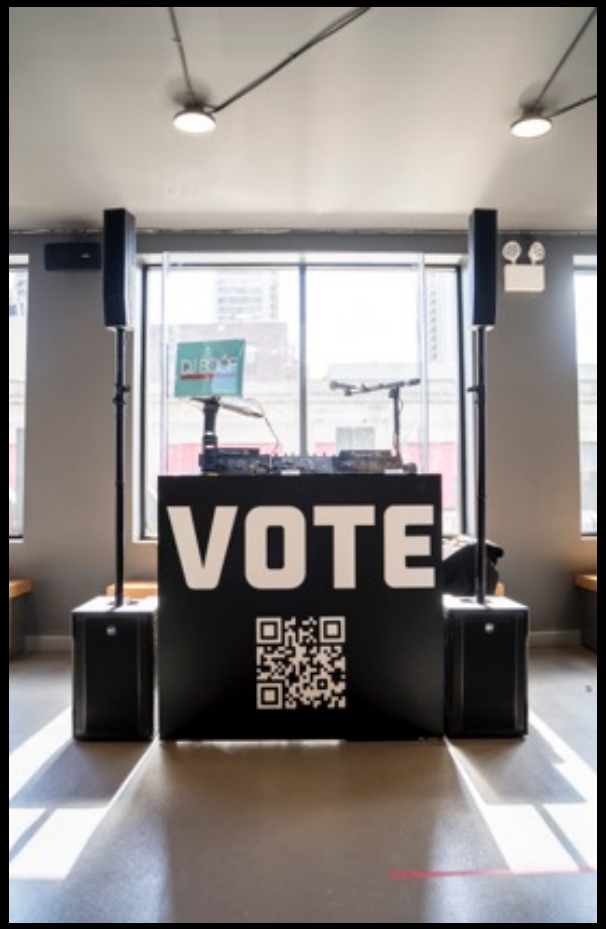
@christiancrosby

100,000 followers

ROCK THE VOTE STATION

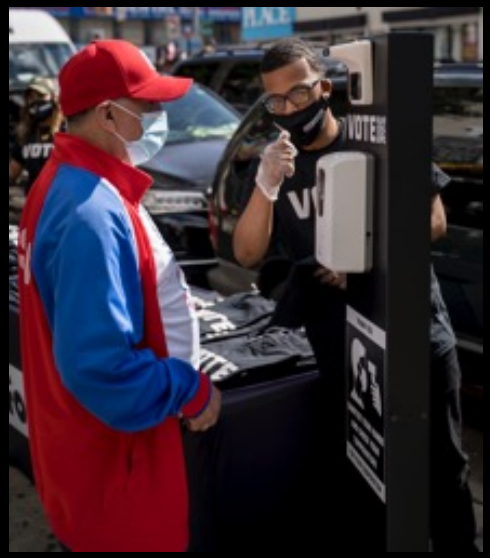
Foot Locke
BECAUSE SNEAKER
VOTE
VOTE
Foot Lock
Foot Lock

DJ MUSIC STATION



Foot Locker
ROCK THE VOTE

SANTIZATION STATION



VOTE
Foot Locke

STICKY'S FINGER JOINT

Foot Locker
FACE COVERINGS ARE REQUIRED
PLEASE PRACTICE SOCIAL DISTANCING
6 FEET APART
Foot Locker
Foot Locker
FACE COVERINGS ARE REQUIRED
PLEASE PRACTICE SOCIAL DISTANCING

11.3.20
VOTE
Supreme

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