

**Foot  
Locker**

**SOUTH STREET PHILADELPHIA GRAND OPENING**

**03.05.2020 – 03.08.2020**



# ACTIVATION MARKET

Philadelphia



# OVERVIEW



InHouse produced a consumer experience to celebrate the grand opening of Foot Locker's South Street Philadelphia retail store. The activation took place the first weekend of the store's grand opening from March 5-8, 2020.

The retail space was transformed into an interactive event for consumers. Custom signage, staging, lounge furniture and interactive stations were designed for the event. Fun filled activities engaged consumers during the grand opening.

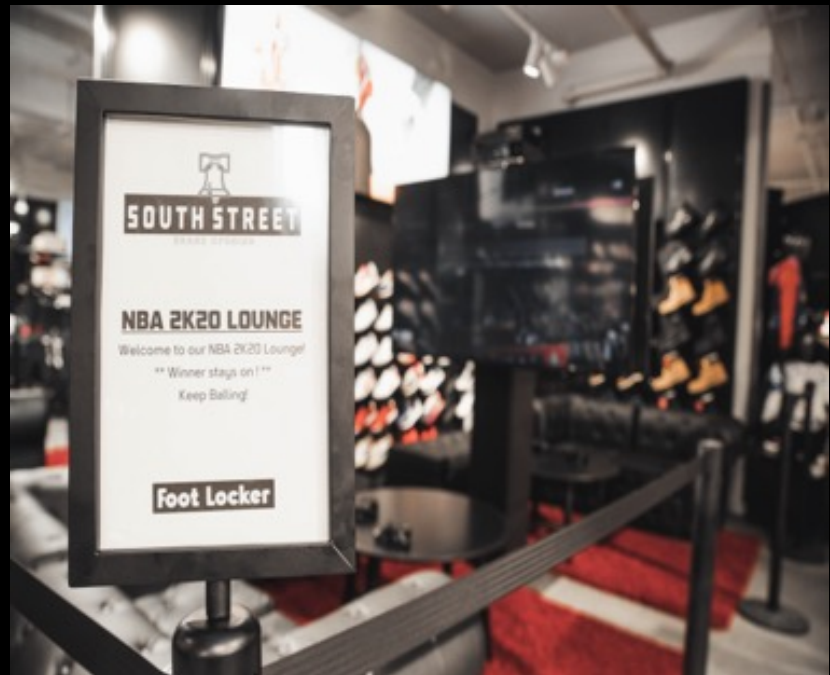
InHouse designed interactive stations where consumers enjoyed a complimentary hair salon, freestyle video gaming, food, beverage and music from local vendors. Other grand opening highlights from the weekend included an invite only influencer dinner and a special trivia game show with Event Host Marco G.





# CUSTOM SIGNAGE, STAGING, AND LOUNGE DECOR

Staging and Lounge Décor was configured and placed throughout Foot Locker's South Street retail space. A premium dining table with seating for 10-12 and LED lights was used for an exclusive influencer dinner on March 5.



# INTERACTIVE BRANDED STATIONS

## 1. **Cuts & Curls Station**

A premiere beauty shop for consumers equipped with two barber chairs and a fully lit premium vanity mirror with outlet.

## 2. **“Philly Knows Philly?” Trivia Game Show Station**

Inclusive of a premier Game Show Host, a custom built and branded game show table with buzzers, microphones, and a large screen to display answers. The game show was hosted every 15-30 minutes where the first consumer to get the most correct answers was rewarded with a Foot Locker gift card or a ticket to purchase a restock release of their choice.

## 3. **Gaming Station**

Inclusive of two 70” LED screens to create a freestyle play setting for consumers who were given an option to play or NBA 2k20 or play a round of Jenga.

## 4. **DJ Music Station**

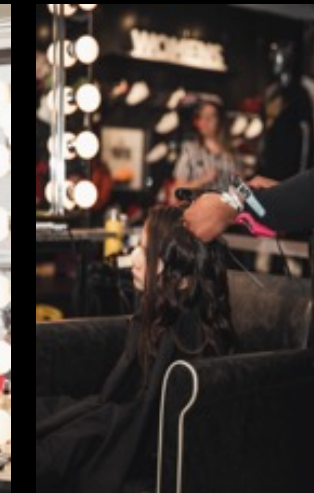
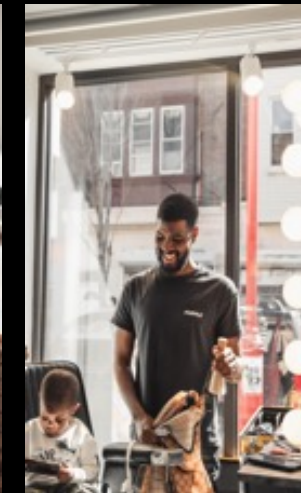
Local deejay managed the sound for the grand opening and played music throughout the event. The DJ booth also included a main sound system with microphones for the speakers.

## 5. **Food & Beverage Station**

Inclusive of a Brand Ambassador at the station helping to serve food and beverages to consumers. Partnerships from local vendors included philly cheesesteak sandwiches from Ishkabibble, hot chocolate and donuts from Federal Donuts, and ice pops from Whimsicle.



# CUT & CURL STATION





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# "PHILLY KNOWS PHILLY?" TRIVIA GAME STATION





Philly Knows Philly  
TRIVIA GAME STARTING SOON



# GAMING STATION



# DJ MUSIC STATION



# FOOD & BEVERAGE STATION





**SOUTH STREET**  
GRAND OPENING



**Foot Locker**  
**THE LOCS**  
LOVE OF CHEESESTEAKS & SNEAKERS

@FOOTLOCKERPHILLY

ESNEAKERS



**SOUTH STREET**  
GRAND OPENING



**Foot Locker**



**Foot Locker**  
**SOUTH STREET**  
WE GET THE LOCKS



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