

Foot Locker

SPONGE BOB x KYRIE ACTIVATION

08.10.2019



ACTIVATION MARKETS

Los Angeles
Philadelphia
Detroit



OVERVIEW



InHouse produced and managed a consumer experience to celebrate the launch of the Sponge Bob x Kyrie sneaker release. This event took place at Footlocker in Hollywood & Highland, Los Angeles store. Additional activation markets included Footlocker's Cedarbrook and 8 mile retail locations.

The activation brought attention and excitement around the release through Sponge Bob themed stations including activities, music, and ice cream/beverages. The stations were placed in a central area inside the House of Hoops section of the store.

The soundtrack was curated by local DJ Astrokid. Event Host, Frenchy was onsite to bring awareness and create energy around the Sponge Bob x Kyrie sneaker release.

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





Bikini Bottom Basketball

HOLY MOUNTAIN
by Foot Locker



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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 Sponge Bob x Kyrie branding. Consumers were tasked to score at the pop-a-shot station for a prize awarded by the store.

2. DJ Music Station & Event Host Management

Local DJ and Event Host Frenchy helped create energy and hype in store for Sponge Bob x Kyrie release. A custom DJ booth was designed, built, and installed with the Footlocker, House of Hoops, Sponge Bob x Kyrie branding. The DJ booth also included a sound system.

3. Ice Cream & Hydration Station

Inclusive of a Brand Ambassador at the station helping to serve complimentary individually wrapped Sponge Bob ice cream bars, energy drinks, and boxed water.

4. Gaming Station

Inclusive of a Brand Ambassador at the station and consumers were given an option to play either a Sponge Bob or NBA 2K19 game.



POP-A-SHOT BASKETBALL HOOPS





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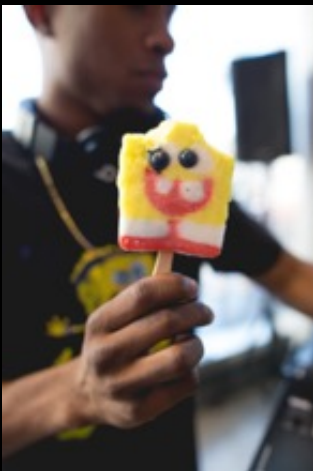
DJ MUSIC STATION & EVENT HOST MANAGEMENT





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SPONGE BOB ICE CREAM & HYDRATION STATION





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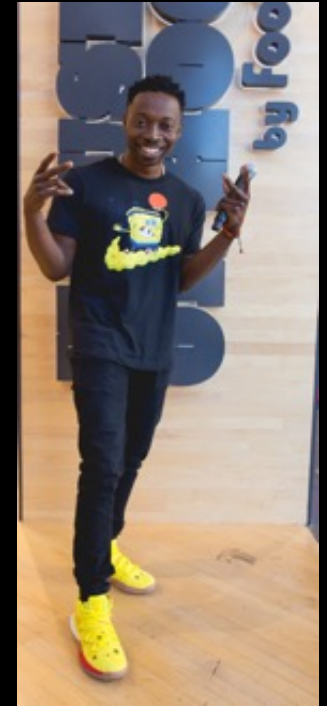
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SPONGE BOB GAMING STATION





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