

Kids Foot Locker

SUPER HEROIC | NERF

10.13.2019



ACTIVATION MARKET

New York City



OVERVIEW



InHouse produced a consumer experience to celebrate the Super Heroic and Nerf collaboration. This event took place at Footlocker's newest store in Washington Heights, New York City.

The retail space was transformed into a performance arena where consumers were given a Super Heroic score card and challenged at four different activity centers. A High Energy Host/Brand Ambassador monitored the performance and the top three consumers with the highest scores were rewarded with a gift card or a pair of Super Heroic sneakers. Custom built interactive stations also gave consumers the opportunity to take photos, hear live music and grab quick bites. All interactive stations were designed to include the Super Heroic | Nerf and Kids Foot Locker branding.

All production and entertainment services were managed by InHouse.





PERFORMANCE ARENA

A performance arena with four activity centers were designed in store to challenge consumers with a chance to score and win a prize. A stanchion with a detailed activity description was placed at each activity center. A High Energy Host/Brand Ambassador engaged with consumers to participate in the challenge. Activity centers included the following challenges:

1. Shuttle Run Challenge

A 5'x10' footprint with a 4 cone drill to measure quickness and agility. Consumers sprinted from cone 1 to cone 2 and side shuffled to cone 3. Once at cone 3, the consumer had to back pedal as quickly as possible to the finish line at cone 4.

2. Vertical Skills Challenge (aka Uptown Hops)

A 5'x5' footprint with a vertical jump measure. Consumers stepped up to the line to jump at the highest level possible.

3. Stability Challenge

A 4'x1' footprint with a balance beam and safety padding. Consumers stepped up to the balance beam and were judged by how quickly they could get to the other side without losing balance.

4. Target Toss Challenge

A 8'x8' foot print with consumers having an opportunity to throw a Nerf football into the Super Heroic branded pass zone net. Consumers were given 3 attempts at throwing a Nerf branded football into one of the target zones.





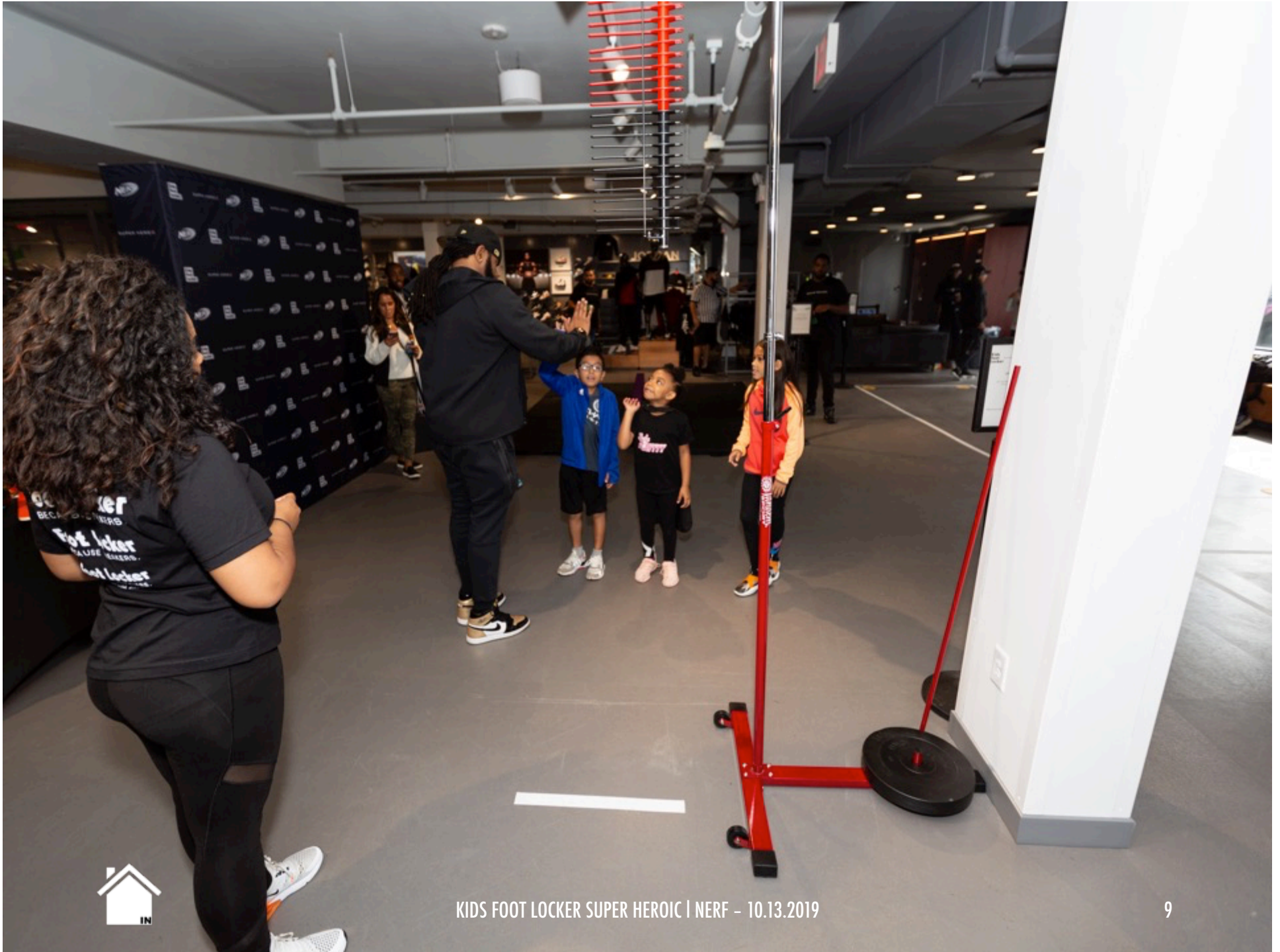
SHUTTLE RUN CHALLENGE





UPTOWN HOPS CHALLENGE





STABILITY CHALLENGE





TARGET TOSS CHALLENGE





INTERACTIVE BRANDED STATIONS

1. Photo Station

A branded vertical 8x8 premium backdrop was designed and set up at the Foot Locker Washington Heights store where consumers took pictures. The backdrop along with the props were created with Super Heroic | Nerf and Kids Foot Locker branding.

2. DJ Music Station

Local DJ helped create the energy and hype in store. A custom DJ booth was designed, built, and installed with the Super Heroic | Nerf and Kids Foot Locker branding.

3. Hydration Station

Inclusive of a Brand Ambassador at the station helping to serve complimentary box water and other assorted food & beverages.



PHOTO STATION



DJ MUSIC STATION



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

