

# Foot Locker

THE GIVEBACK DURING COVID-19

05.01.2020



# ACTIVATION MARKET

Philadelphia



# OVERVIEW



InHouse designed and executed Foot Locker's "The Giveback" activation for our frontline heroes working during the COVID-19 pandemic. This initiative was a partnership with 2 medical centers in the Philadelphia region - Lankenau Medical Center and Einstein Medical Center.

The activation took place in Philadelphia on May 1, 2020. InHouse customized an exclusive Mercedes-Benz Sprinter van with Foot Locker and The Giveback branding and worked with Foot Locker's local marketing manager on planning an effective route.

The first stop in Philadelphia was to pick up 150 pre-packaged meals from a local caterer and then continue the activation to drop off the meals at each of the medical centers. The activation helped to generate brand visibility and ultimately served to provide aid to the local Philly community from Foot Locker.





# CREATIVE DESIGN CONCEPT

1. **VAN CUSTOMIZATION** – inclusive of large format printing that was designed and installed with Foot Locker’s “The Giveback” branding. The installation was built on the hood, driver side, passenger side, and rear of the van to ensure brand visibility.
2. **ROUTE PLAN** – collaborated with local Philly Foot Locker marketing manager to strategically plan a detailed route in the Philadelphia region with both medical centers as the final destination points. The goal of the route was to ensure that Foot Locker's brand message and activation were executed effectively while keeping safety best practices in mind.
3. **SOCIAL DISTANCING PPE** – all staff utilized personal protective equipment including N95 masks, surgical masks, and gloves. This safety measure was communicated in advance to all individuals directly involved during the activation. Social distancing measures were strictly adhered by staff at each pick up and drop off point.
4. **DIGITAL CONTENT** – provided high resolution still photos and iPhone video handled by our content team. All iPhone footage was delivered in real time for quick social media uploads.
5. **RECAP CONTENT** – captured the entire activation using high resolution aerial drone footage and provided a 60 second edited branded recap for internal and social media use. Highlights of the activation were set to appropriate music in post production. Video can be seen here [THE GIVEBACK RECAP](#)





# CONTACT US

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