

**Foot
Locker**

WEEK OF GREATNESS

11.23-12.01.2019



ACTIVATION MARKETS

New York City
Philadelphia



OVERVIEW



InHouse activated Foot Locker's 8th Annual Week of Greatness at multiple retail locations in the New York City and Philadelphia regions. This year's Week of Greatness campaign was termed "No Matter What," featuring apocalyptic themes emphasizing the commitment within the sneaker community - to do whatever it takes to grab the latest releases no matter what, even if the world is coming to an end.

Foot Locker's Washington Heights store was transformed to appear as a dark and foggy evening on a city street. A mixture of low lying fog, strategically placed lighting, a custom apocalyptic installation created a dramatic environment for local influencers and consumers. Other highlights from The Week of Greatness included a custom 3D photo moment, live DJ, and a food and beverage station.

Foot Locker's 34th Street store was designed to host a panel with complete staging, audio, and visuals for an all exclusive interview with NFL star Victor Cruz and Sterling Shepard. The interview was in partnership with Air Jordan. Sound and music was provided by local deejays featuring Hot 97's Heavy Hitter Fattingaz. This took place at Foot Locker's 34th Street location.

Foot Locker's Cedarbrook power store also celebrated Week of Greatness with a custom photo moment.

All design, installation, and production was handled by InHouse.
[CHECK OUT VIDEO RECAP HERE](#)



LIGHTING & SPECIAL EFFECTS

InHouse designed complete vinyl installation on all windows in the Washington Heights store to create an impactful visual for Foot Locker's Week of Greatness. Wireless lighting design was set to dark red and strategically placed to create a dark yet welcoming environment. Low lying fog was set to activate three minutes at a time to make consumers feel like they were walking into a dark city street on a foggy night.





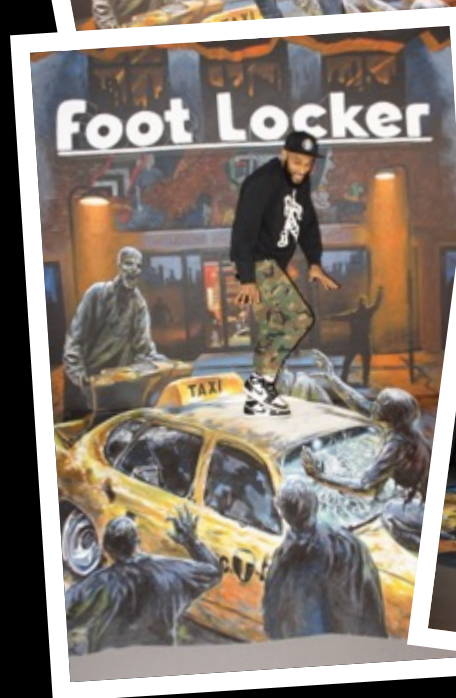
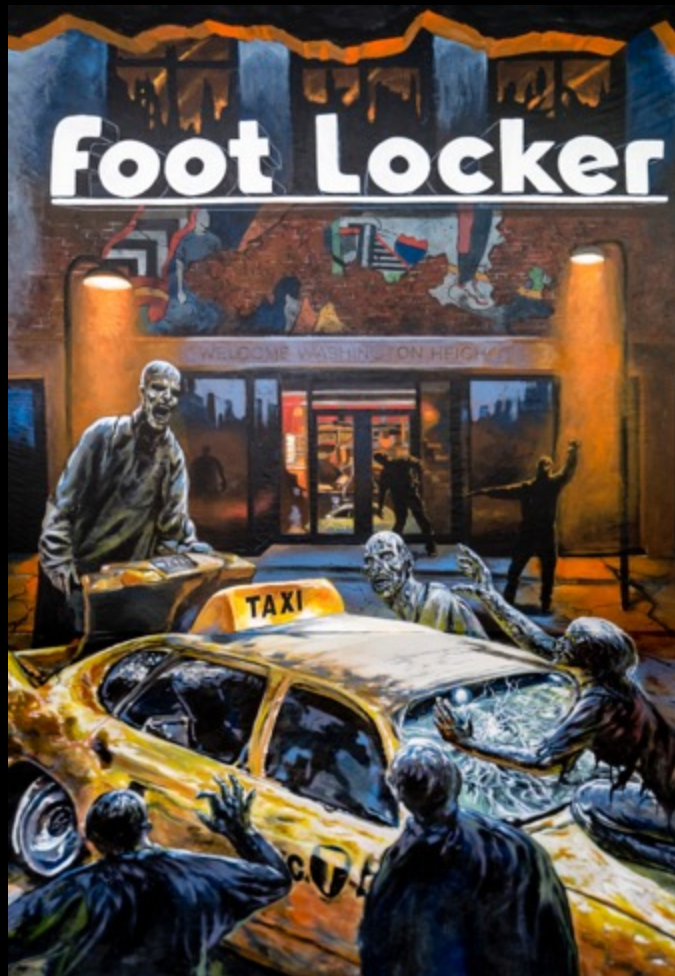
CUSTOM DISPLAYS

All displays were customized with the Week of Greatness branding. Through the displays, consumers were able to check out the exclusive sneaker releases for Foot Locker's Week of Greatness from brands including Nike, Vans, Puma, and Champion. Consumers also had a chance to grab a quick bite and drinks at the Food & Beverage Station.





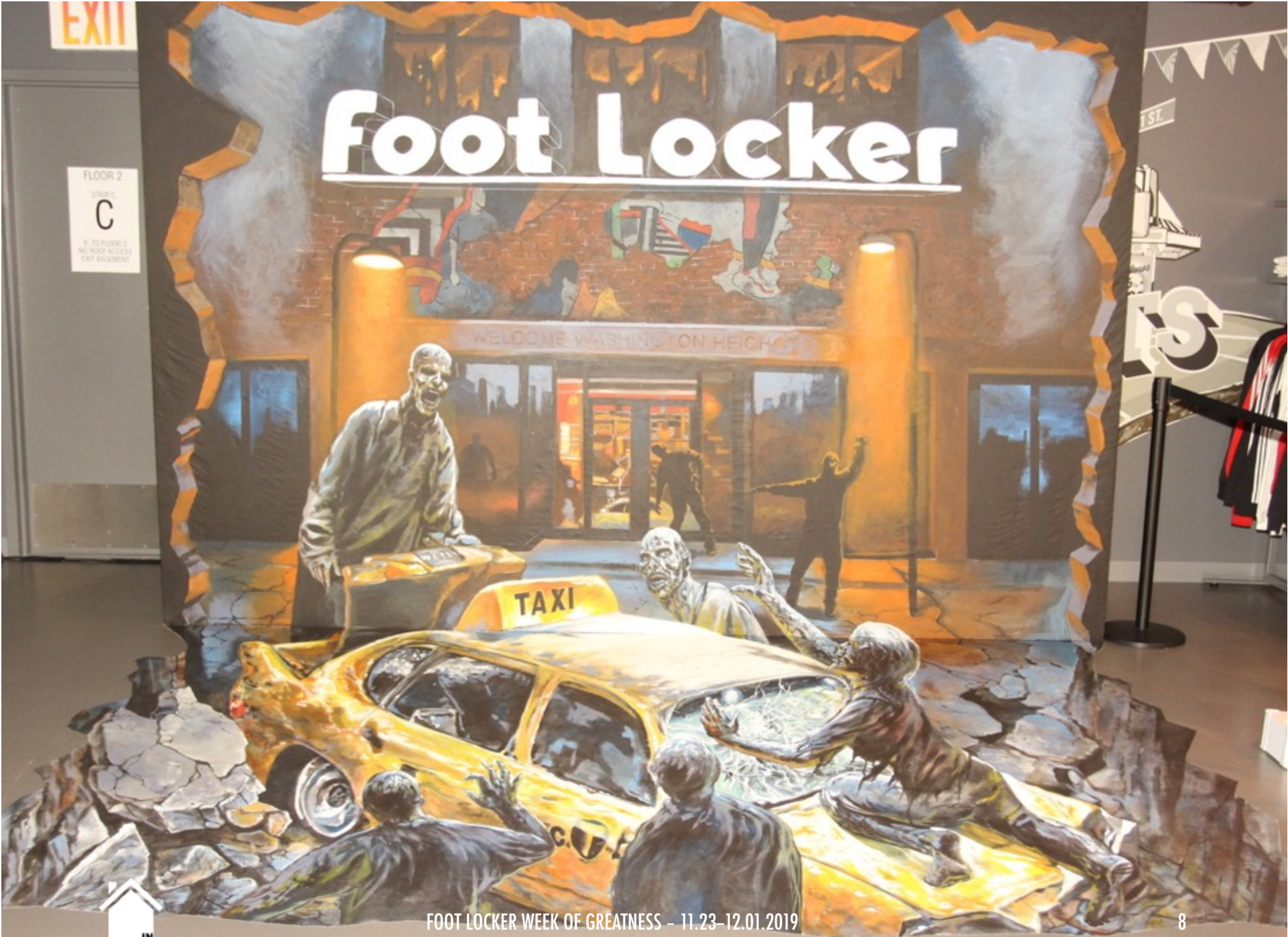
CUSTOM 3D PHOTO MOMENT



EXIT

FLOOR 2
STAIR C
IF TO FLOOR 2
NO ROOF ACCESS
EXIT BASEMENT

Foot Locker



FOOT LOCKER WEEK OF GREATNESS - 11.23-12.01.2019

FOOD & BEVERAGE STATION



STEVEN SHEPARD PANEL WITH VICTOR CRUZ





DJ MUSIC STATION





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