



**Foot Locker**

DMV



# **FOOT LOCKER DMV: MONDAWMIN KIDS ACTIVATION**

**JANUARY 14TH, 2023**



# OVERVIEW

InHouse designed and executed an in-store experience around the release of the NB 990 V6 with the local youth as the primary focus. Programming included elements such as; Face painters, kids creative drawing station, custom branded food & beverage items, event host, live DJ & promo item giveaways.

Partnering with local youth organization, Level Up INC, 14 local youth members were selected to participate in “Emotional Therapy” sneaker customization experience. Utilizing music to help guide the session, instructor Malo focuses on mindfulness and the use of creating art to express and manage emotions.

The activation was held at the Foot Locker DMV Community Store located at Mondaumin Mall.





# CREATIVE & DESIGN CONCEPTS

**1. Social Media Asset Creation - designed and created social media assets to raise awareness around the event.**

**2. Coloring Sheets Design & Creation - designed and created coloring packets for all in-store guests. Coloring packets were created around the new NB 990 V6.**

**3. F&B - worked with Local Caterers to provide Popcorn, Cotton Candy, assorted snacks, and branded New Balance cookies for the event.**

**4. Face Painting - worked with local face painters to provide face painting art to all in-store guests.**

**5. Sneaker Customization Experience - A fun way for kids to emotionally, mentally, and creatively express themselves using music as a motivational tool on their journey to create art on a brand-new pair of New Balances.**

**6. In-Store DJ, DJ Booth, & Audio - 4' Custom Built Premium DJ Booth with Vinyl Branding. Local DJ, DJ Que curated the soundtrack for the event as well as the Sneaker Customization Experience.**

**7. Event Host - Local Baltimore host, Lor Z was on site to engage with consumers and driver energy in-store**

**8. Photo Moment - 8' x 8' Vinyl Step & Repeat co-branded NB & Foot Locker DMV with SMS photographer.**



# YOUTH ORGANIZATION: LevelUp



Level Up is a mentorship and community engagement non-profit organization that seeks to uplift and upgrade Baltimore City.

This organization helps youth develop to and pass the point of high school by teaching skills and promoting passions that will dispel the idea that all young black men are criminal or violent.

They address behavioral, educational, and emotional issues by building conducive and appropriate relationships with other young adult mentors.

These mentors teach, encourage, and engage mentees on topics such as conflict resolution, community service, academic and career exploration, and they direct mentees towards additional necessary resources.



CONTAINS REE  
COLLECTOR'S



# COLORING EXPERIENCE



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# KID'S FACE PAINTING





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# LIGHT BITES





# SNEAKER CUSTOMIZATION EXPERIENCE





# SUPPORTING PARTNER

**MALO**



**Graphic designer, artist, &  
founder of malovision5**

**@MAL097**





*Katena  
Reberson*



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\*\*\*All imagery shown are samples from a previous activation\*\*\*



# EVENT HOST & DJ

**EVENT HOST: LOR Z**

**Handle: @\_1lorz**

**Followers: 7,749**



**DJ: DJ QUE**

**Handle: @itsquetheq**

**Followers: 11.2K**



# DJ BOOTH





# PHOTO MOMENT





GOAT  
GREATEST OF ALL TIME

New Bal  
MADE IN U.S.

runners Aren't



# RECAP CONTENT

View all Recap Imagery by clicking [here](#) or the photo below:

View Full Recap Video by clicking [here](#) or the photo below.





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# HOW TO GET IN TOUCH

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# CONTACT INFORMATION



