Foot Locker

HOUSTON

FOOT LOCKER HOUSTON GRAND OPENING

06.17.2021 – 06.19.2021

ACTIVATION MARKET

HOUSTON, TX

OVERVIEW

InHouse designed, produced, & executed the a 3-day activation for Foot Locker's Grand Opening in Houston on June 17. InHouse directly impacted the local community via exclusive giveback events during the grand opening weekend.

InHouse had several key partners during the 3-day activation. On Day 1, InHouse partnered with the Relief Gang and presented a $5,000 big check donation from Foot Locker. Day 2 featured a partnership with multiple local restaurants including Hungry Heroz, Hype Juicery, & Ike's BBQ. Through InHouse's vast network, InHouse partnered with well known influencers in the community including Monaleo, a local rapper, Danuel House Jr. of the Houston rockets, and local hip hop legend, Bun B.

Foot Locker's presence and commitment to the local community was felt throughout this 3-day activation, allowing for distribution of 150 hurricane relief kits, 150 cases of water, 400 meals, 500 Foot Locker t-shirts and masks, 100 branded basketballs, and 100 pairs of sneakers.

All creative, design, and execution was handled by InHouse.

NONPROFIT PARTNER

RELIEFGANG

The Relief Gang is a local nonprofit founded by Houston Hip-Hop artist and philanthropist, Trae the Truth and Houston based DJ, producer, and influencer, DJ Mr. Rogers.

The Relief Gang is dedicated to rebuilding what has been lost across Houston in the wake of Hurricane Harvey. The Relief Gang directly contributes to school districts, elderly facilities, animal shelters, and everyone in between.

Since Hurricane Harvey, they have contributed 1.5 million dollars in basic needs supplies to over 20,000 individuals and 7,500 families.

CATERING PARTNERS

HUNGRY HEROZ

Hungry Heroz is a Houston based, Black-owned caterer serving sandwiches, fries, wings, and much more.

HYPE JUICERY

The Hype Juicery is a women led, Black-owned caterer serving fresh juices and smoothies.

IKE'S BBQ

Ike's BBQ is a Black-owned caterer located directly across from Foot Locker and serves some of the best BBQ in Houston.

CREATIVE & DESIGN CONCEPTS

1. TALENT ACQUISITION & MANAGEMENT – selected multiple reputable talent within the Houston community to get involved in this activation. Those that participated included, Houston Rockets player, Danuel House Jr, Monaleo, a local Houston rapper, DJs Yams G, Supastar, and Shante, as well as the Trill OG, Bun B.
2. RELIEF KIT DISTIBUTION STATION – 10'x10' "Foot Locker" Tent with "Foot Locker Houston" mesh wall tent backdrop used for distribution of hurricane relief kits and other essentials to the guests of the community (concept specific to Day 1 only).
3. BIG CHECK DONATION – Foot Locker was able to donate $5,000 to the Relief Gang via a Big Check presentation (concept specific to Day 1 only).
4. SWAG GIVEAWAY STATION – 10'x10' "Foot Locker" Tent with "Foot Locker Houston" mesh wall tent backdrop used to distribute branded tote bags, masks, & t-shirts to the guests.
5. SNEAKER DISTIRBUTION STATION - 10'x10' "Foot Locker" Tent with "Foot Locker Houston" mesh wall tent backdrop used to distribute sneakers to the first 100 guests (concept specific to Day 3 only).
6. SHOOT YOUR SHOT – "Foot Locker Houston" branded basketball hoop for guests to shoot on upon entering the activation space. Upon shooting, guests received a "Foot Locker Houston" branded basketball to take home (concept specific to Day 3 only).
7. QR CODE SIGNAGE – self standing frame with QR directing consumers to @footllockerhouston IG social page.
8. DJ BOOTH & AUDIO – custom built premium acrylic DJ Booth with vinyl "Foot Locker Houston" branding.
9. FOOD, BEVERAGE, & WATER CASES – distributed 150 cases of water throughout the course of the weekend. Meals for all guests from an assortment of local establishments, including the Hype Juicery, Ike's BBQ, & Hungry Heroz, all of which are Black-owned businesses (concept specific to Day 2 only).
10. SOCIAL MEDIA ASSETS – designed and created social media assets in both Instagram post and story formats to increase awareness about the grand opening activations.
11. SANITIZATION STATION - contactless, Foot Locker branded Sanitization Station that functioned as a thermometer and sanitizer dispenser, allowing each guest and staff member to monitor their temperature and keep their hands clean at all times.
12. SOCIAL DISTANCING SIGNAGE, & PPE - self standing frames with branded Social Distance Signage directing guests to wear a face mask.

TALENT ACQUISITION & MANAGEMENT

@bunb

1.1m followers

@dk2house

84.6k followers

@themonaleo

82.1k followers

@yamsg

3,676 followers

@djshante

40.8k followers

@iamdjsupastar

30k followers

TALENT ENGAGEMENT

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RELIEF KIT DISTIBUTION STATION

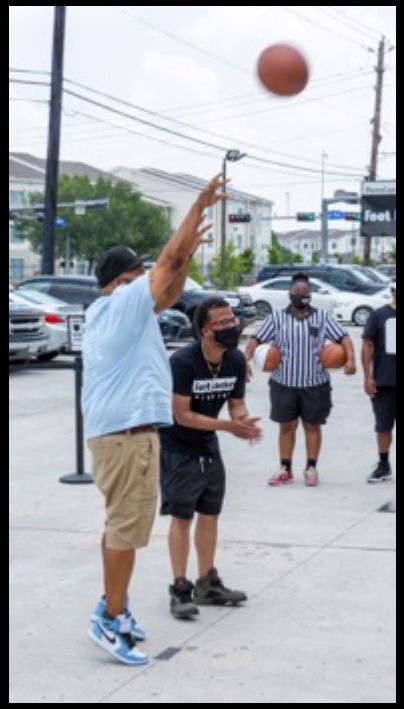
BIG CHECK DONATION

SWAG GIVEAWAY STATION

Foot Locker
PLEASE FOLLOW
She Is
Strong

SNEAKER DISTIRBUTION STATION

SHOOT YOUR SHOT



Foot Locker
HOUSTON
FOOT LOCKER VS EVERYBODY

QR CODE SIGNAGE

DJ BOOTH & AUDIO

FOOD, BEVERAGE, & WATER CASES

SOCIAL MEDIA ASSETS

BLACK
LIVES
MATTER

SANITIZATION STATION

SOCIAL DISTANCING SIGNAGE, & PPE

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