Foot Locker

THE BIG PHILLY CLEAN UP

07.25.2021

ACTIVATION MARKET

PHILADELPHIA, PA

OVERVIEW

InHouse partnered with The Big Philly Clean Up to execute a collective clean up day for the city of Philadelphia on behalf of Foot Locker. The clean up route started at the Miles Mack Playground and encompassed the surrounding blocks.

Community events are a part of the fabric of Foot Locker's DNA. This event helped to reinforce Foot Locker's continued commitment to community by allowing them to giveback in a new way that leaves a long lasting impact and cleaner community.

Through their large network of influencers, artists, and creatives, The Big Philly Clean Up was able to provide a large team of creatives to build this activation and bring awareness to the clean up's initiatives.

Through this activation, InHouse transformed a regular clean up event into a fun and interactive moment for those participating in the clean up.

All design, creative, and production was executed by InHouse.

SUPPORTING PARTNERS

the Big Clean UP
PHILADELPHIA

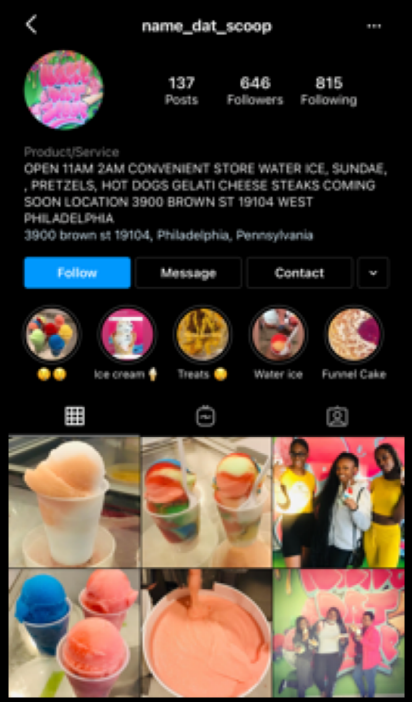
After partnering with Ryan Harris, who actively cleans North Philadelphia neighborhoods, what grew was a collective community to bridge the gaps between Black organizers, artists, entrepreneurs, influencers and city officials to strategize a plan of action.

Organizing on the grass-roots level has strengthened bonds and has proven to yield immediate results.

The Big Clean Up aims to show our communities that the collaborative efforts of unique individuals for a common goal is what makes a community powerful! Plant seeds of perseverance.

COMMUNITY HELPING COMMUNITY

When Foot Locker gives back to the community, they always show up to support in any way they can. At the clean up event, local, Black-owned convenience store, Name Dat Scoop saw the impact that the clean up efforts had on the community. As a result of this, they donated additional free refreshments to every attendee. Due to this generosity, we would love to partner with them in the future on another activation.



CREATIVE & DESIGN CONCEPTS

1. DELIVERY VEHICLE - Mercedes Benz Sprinter co-branded "The Big Philly Clean Up" & "The Giveback" used for transportation of all activation materials and for additional brand visibility.
2. SUPPLIES STATION – 10' x 10' pop up tents socially distanced station used for distribution of cleaning supplies to all attendees.
3. CLEANING SUPPLIES – provided all necessary cleaning supplies for the clean up, inclusive of (15) Rakes, (120) Cut Resistant Gloves, (200) Contractor Trash Bags, (15) Trash Pickers, (2) Tilt Trucks, (2) Sheers, (2) First Aid Kits, (400) Purell Sanitizing Wipes, (10) Bottles of Sun Screen, (60) Protective Goggles, & (120) Hand Towels.
4. T-SHIRTS – designed and created 60 t-shirts that were co-branded with both "The Big Philly Clean Up" & "Foot Locker" logos.
5. REFRESHMENTS– provided ice bags, water bottles, energy drinks, and assorted juices for all attendees.
6. 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. All staff managing the stations wore gloves and a mask at all times.
7. SOCIAL DISTANCING SIGNAGE - branded social distancing signage to ensure that all guests and staff adhered to current safety guidelines. This signage is inclusive of branded tents and signs was used at each outreach location.

DELIVERY VEHICLE

SUPPLIES STATION

CLEANING SUPPLIES

T-SHIRTS

the Big CleanUP
PHILADELPHIA

the Big CleanUP
PHILADELPHIA

REFRESHMENTS

SANITIZATION STATION

SOCIAL DISTANCING SIGNAGE

the Big
CleanUP
PHILADELPHIA

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