



AUTISM AWARENESS 2021

04.28.2021



ACTIVATION MARKET

HARLEM, NY



OVERVIEW



InHouse executed Footaction's vision for a customized sneaker giveback activation with a focus on Autism awareness month. InHouse facilitated a partnership with PS 226m @76, a local Harlem school with a single department that specifically specializes in providing resources for autistic children to grow socially and academically. At PS 226m @76, there is a strong need for new sneakers for these children.

Through this activation, InHouse distributed nearly 100 pairs of sneakers. All recipient sizes were obtained by InHouse prior to execution. This activation was also supported by local influencer, Its Rosy who was onsite to pump up the kids, maintain the high energy, and assist in sneaker distribution.

Other elements included, custom social media assets featuring Footaction's "No 1 Way To" branding, Footaction cookies, and Footaction branded masks for additional brand visibility.

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



SUPPORTING PARTNERS



PS 226m @76 HARLEM



Public School 76, Asa Philip Randolph School for the Humanities, is located in the South Central Harlem Section of Manhattan, New York. This Pre-Kindergarten to 8th grade school serves a population of approximately 520 students from culturally diverse backgrounds.

The community is home to many immigrants from the Dominican Republic, Haiti, Ghana, and Honduras. The School plays a vital role for many students and families.

Public School 76 continues to make ongoing efforts to improve the quality of student performance and has implemented a Common Core Standards based approach to planning curriculum across all content areas.



ITS ROSY

Local influencer and host @itsrosy was onsite to maintain the good vibes and provide joy to the kids while giving them shoes.



@itsrosy

11.4k followers

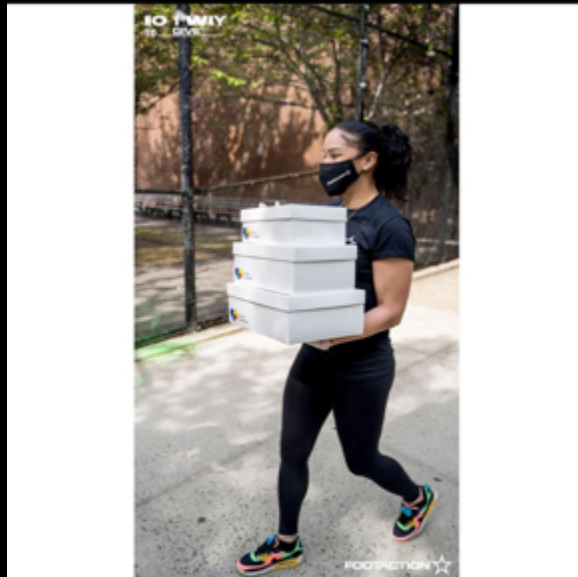


ENGAGEMENT

itsrosy
Harlem New York



itsrosy
Harlem New York



itsrosy
Harlem New York



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Liked by mcmxjld and 995 others

itsrosy In support of #AutismAwarenessMonth @footaction and @inhousesdesignny brought me on yesterday to help giveaway over 150+ pair of sneakers to these... more

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CREATIVE & DESIGN CONCEPTS

1. **TALENT ACQUISITION & MANAGEMENT** –worked directly with Footaction’s marketing managers to select a strong influencer who is relevant in the community. InHouse handled the negotiation of rates and coordinated all logistics.
2. **SNEAKER DISTRIBUTION STATION** - 10 x 10 branded pop-up tent that was a socially distanced station allowing for sneaker distribution. Brand Ambassadors managed the station, timing, and sanitization in between usage.
3. **SANITIZATION STATION** - contactless, Footaction 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.
4. **SOCIAL DISTANCING SIGNAGE & PPE** – designed and created social distancing signage to ensure that all guests and staff adhered to current safety guidelines.
5. **SNEAKER BOXES** – branded Footaction sneaker boxes that featured the social media for @footaction as well as branding for Autism Awareness month
6. **SOCIAL MEDIA ASSETS** – designed and produced (8) high resolution Instagram posts in stories dimensions post activation to be shared by the brand via social media on the same day.
7. **CUSTOMIZED COOKIES** – puzzle piece (national symbol of Autism) shaped Autism Awareness cookies customized with Footaction branding.
8. **DELIVERY VEHICLE** – delivery vehicle customized with “FOOTACTION” branding used for transportation, delivery of sneakers, and additional brand visibility.
9. **CONTENT CAPTURE TEAM** – dedicated photo & video team onsite. Inclusive of recap deck, video, & photos.





FOOTACTIC 



SNEAKER DISTRIBUTION STATION



SANITIZATION STATION



SOCIAL DISTANCING SIGNAGE & PPE



SOCIAL MEDIA ASSETS



SNEAKER BOXES



CUSTOMIZED COOKIES



DELIVERY VEHICLE





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