



JUNETEENTH & FATHER'S DAY AT FOOTACTION HARLEM

06.19.2021



ACTIVATION MARKET

HARLEM, NY



FOOTACTION 



FACE COVERINGS REQUIRED
PLEASE PRACTICE SOCIAL DISTANCING
WEAR YOUR MASK

OVERVIEW



For Juneteenth and Father's Day, InHouse designed and produced a community driven event for Footaction. The event featured two local DJs playing in store all day, and complimentary meals were distributed to the community. Additionally, InHouse also produced content with local influencers around Juneteenth and Father's Day to be shared on the Footaction social media channels.

InHouse partnered with Sister's Cuisine, a Black-owned, Caribbean eatery based out of Harlem to provide the meals for this event. InHouse also partnered with Design Majorz for a special Piragua giveaway for all guests. Through this activation, InHouse was able to distribute 100 meals and over 400 Piraguas to guests in the community.

Local DJs Mike Medium & DJ Whatever curated the soundtrack for the day and each had a DJ set.

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



CATERING PARTNER



If you want a culinary tour of the Caribbean without leaving Manhattan, make your way to Sisters Caribbean Cuisine and sample a variety of island eats. Hidden away on 124th street between Park and Madison, this intimate Caribbean and Southern café is truly East Harlem's diamond in the rough. Opened in 1995 by Marlyn Rogers, a Guyanese immigrant, now run by her son Rande; their kitchen is known to offer a healthy and authentic experience to its diners, from vegans to carnivores.

Jamaica to Trinidad to Guyana then the South. The powerful flavors of this cuisine come together on the plate in a way that makes even the finest chefs take notice. Marcus Samuelsson commented in New York magazine that this mom and pop restaurant has been around for decades and "Their goat curry is fantastic."

Additionally, they have been featured on Grub Street's The Best of New York for "Absolute Best Jerk Chicken", and Eaters 13 Best Caribbean Restaurants. Celebrity Chef Eddie Huang is also a customer and fan, featuring the restaurant in an episode of Viceland's "Huang's World".



CREATIVE & DESIGN CONCEPTS

1. **TALENT ACQUISITION & MANAGEMENT** – Local DJs Mike Medium were onsite to curate the soundtrack of the event, each performing a DJ Set. Crowd producer for the Wendy William’s show, Marco Glorious was onsite to assist with flow and engage with the crowd.
2. **USER GENERATED CONTENT** – InHouse worked with influencer King Courtnie and DJ Whatever to create content around both Juneteenth and Father’s Day.
3. **MEAL DISTRIBUTION STATION** – 10’ x 10’ pop up tents outfitted with Footaction branding, designated socially distanced station allowing for guests to receive a complimentary pre-packaged hot meal. Additional branded items included: branded consumer facing tablecloths and a “Footaction” branded mesh wall in the tent for further brand visibility.
4. **PRE-PACKAGED HOT MEALS** – InHouse sourced 100 hot, pre-packaged meals to be served for this event. The meals were cooked by Black-owned caterer, Sister’s Cuisine.
5. **PIRAGUA CART** – shaved ice cart featuring “United by Us” branding. Used to distribute Piraguas to all guests.
6. **DELIVERY VEHICLE** - delivery vehicle customized with “FOOTACTION” branding that was used for transportation, delivery of activation items, and additional brand visibility
7. **DJ BOOTH & AUDIO** – DJ booth featuring Footaction branding and all necessary audio.
8. **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.
9. **SOCIAL DISTANCING SIGNAGE & PPE** – 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.



TALENT ACQUISITION & MANAGEMENT



@djwhuterver 

33k followers



@kingcourtnie 

8,096 followers



@djmikemedium

5,502 followers

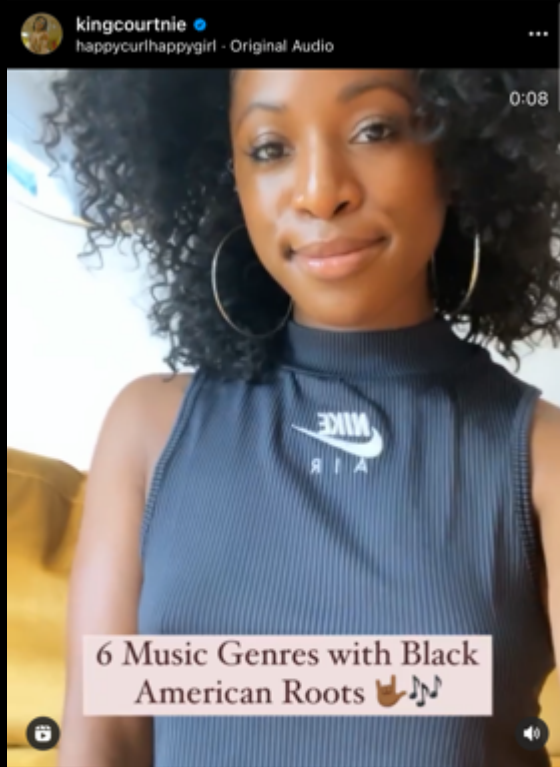


@marcoglorious

28.9k followers



USER GENERATED CONTENT



Liked by inhouesdesignny and 485 others

kingcourtnie 6 music genres you might not know have Black roots 🥰❤️ happy Black Music month from me and @footaction!



2,368 views

djwhutEVER Happy Father's Day to all the Dad's. This year I teamed up with @footaction & @adidas to bring y'all something special. #keepdadfresh #fathersday #whutEVERittakes



MEAL DISTRIBUTION STATION





**FACE COVERINGS
REQUIRED**



**PLEASE
PRACTICE
SOCIAL
DISTANCING**

6FT APART

FOOTACTION



**FACE COVERINGS
REQUIRED**



**PLEASE
PRACTICE
SOCIAL
DISTANCING
APART**

FOOTACTION

FOOTACTION



THANK YOU



**SANITIZE YOUR HANDS
AND CHECK YOUR
TEMPERATURE
FOR YOUR COOPERATION**

PIRAGUA CART



DELIVERY VEHICLE



DJ BOOTH & AUDIO



SANITIZATION STATION



SOCIAL DISTANCING SIGNAGE & PPE



CONTACT US

Sharad Bhavnani

Project Lead

sharad@inhouse.design

Arun Datta

Managing Partner

arun@inhouse.design

Max DeMasters

Director of Community
Partnerships

max@inhouse.design



InHouse

18 Cain Drive

Plainview, NY 11803

516.496.2003

@inhousedesignny

Rohan Samtani

Creative Director

rohan@inhouse.design

Karan Jaspal & Avi Vaswani

Coordinator

karan@inhouse.design

avi@inhouse.design

Nisha Bhavnani

Director of Business Development & Brand
Partnerships

nisha@inhouse.design

