

Foot Locker

HARLEM GRAND OPENING WEEKEND

2.19.22 - 2.20.22



OVERVIEW

InHouse designed and executed Foot Locker's Grand Opening for the new Community Store in Harlem, NYC. InHouse produced a two-day activation with emphasis not only on raising awareness to the launch of the new retail location, but also towards the local community.

InHouse worked closely with Foot Locker's team to deliver and execute a premium quality consumer experience, supporting the brand's grand opening initiative. The two activation dates of 02.19-02.20.2022 included the Homegrown Night, Community Giveback, Product Giveaways, and inclusion of Brand Ambassadors.

The Homegrown Night included an exclusive DJ lineup that was created to create positive vibes and energy for a private invite only event in celebration of the Grand Opening of Foot Locker's newest Harlem location. During the daytime, guests also grabbed quick bites at a local Food Truck parked in front of the retail location. Guests also had the chance to go home with branded Foot Locker giveaways specifically distributed during the Grand Opening weekend.

The Community Giveback day allowed for three local businesses to come in for a personalized shopping experience prior to doors opening. Each of the three businesses also received a large check donation for \$500 each. Following this shopping experience, the store opened for the final activation day consisting of more live DJs and additional branded giveaways.

All production was managed by InHouse.



WEEKEND DJ LINE UP

2.19.22 – 11am - 7pm – Milhouse, Jamesy, Suaso, & Broquete

2.19.22 – 7pm – 9pm – Yoo Q

2.20.22 - 11am-7pm – Young Mozart, DJ Saige, DanaLu, Eduardo Dabas

Note: All DJs shared the flyer to story and (1) recap photo, o or video to their feed per each agreement





Yo Q

@yoqthedj

4,695 followers



Milhouse

@milhousenyc

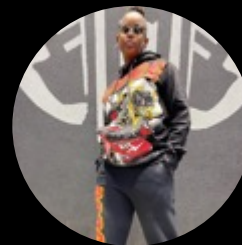
5,633 followers



DJ Saige

@djsaige

18.8k followers



DJ Dana Lu

@djdanalulu

5,226 followers



Suaso

@_suaso_

3,274 followers



Broquete

@broquete

3,274 followers



Young Mozart

@djyoungmozart

1,942 followers



Eduardo Dabas

@eduardo.dabas

865 followers



Jamesy

@jamesynewyork

2,290 followers



2.19.22 – DAY TIME

- Live in-store DJ as well as additional activation elements that included branded giveaways with purchase for the first 75 customers
- Branded Back Drop Photo Moment Wall mounted with ground supported metal bracket
- F&B – Local Food Truck in the daytime



2.19.22 – HOMEGROWN NIGHT

- 50 guests: "Homegrown Night" was an invite only, networking / social evening dedicated to our Homegrown brands and Harlem culture creators.
- Film Photographer STEVEN BRADFORD and Airbrushing Station (Includes 50 White Hoodies) with Local Airbrush Artist for invited attendees *Homegrown Night*
- F&B - curated menu by InHouse catering for the nighttime Homegrown event.



CREATIVE & DESIGN CONCEPTS

1. TALENT ACQUISITION & MANAGEMENT FOR UGC – acquired talent to attend Homegrown Experience, capture iPhone footage and produce UGC for in feed post after the event.
2. AIRBRUSHING STATION – branded station featuring white hoodies with Local Artist for invited attendees of the Homegrown night.
3. FOOD & BEVERAGE – local Food Truck in the daytime & curated menu by InHouse catering for the nighttime Homegrown event.
4. DJ BOOTH & AUDIO - Full Evox Sound System, DJ Rider, Wired Mic on Stand, 6ft table, Black Facade & Onsite Technician and Foot Locker branded DJ Booth
5. TOTE BAGS - Custom Branded Tote Bags "Foot Locker New York" branding - Black Canvas Bag with White Foot Locker Branding (Single Hit Center, Single Side)
6. T-SHIRTS - Custom Branded Long Sleeve T-Shirt "Foot Locker New York" branding - Black Shirt & White Print (Size Run Assorted Adult Small - Extra Large) (Single Hit Center Chest 10-11" W)
7. MASKS - Custom Branded Masks "Foot Locker New York" branding - Black & White Print (Single Hit Center, Single Side)
8. SOCIAL PHOTOGRAPHER - Contactless Social Stationary Photographer with iPad touch screen: includes high quality studio pictures w/ unlimited usage
9. PHOTO MOMENT - 8' x 8' Textured Backdrop Photo Moment Built with Pipe, Base, Black Fabric to cover posts, cross bar, and 2 different seating elements
10. CONTENT CAPTURE TEAM - Recap content for entire program - (1) Recap Video Edit in 1x1, 4x5 and 16x9 - under :60, (30) Impact Images, Recap Deck Detailing Event
11. SOCIAL DISTANCING SIGNAGE – branded social distancing signage encouraging guests to stay distanced and wear a mask
12. SANITIZATION STATION - Mobile Wireless Branded "Foot Locker" Contactless Hand Sanitizer Station - (custom built by InHouse)
13. SOCIAL MEDIA ASSET CREATION – design and creation of (3) flyers for all activation dates (2.19 Day Time, 2.19 Homegrown Night, & 2.20)



TALENT ACQUISITION & MANAGEMENT



Jourdan Ash

@lifewithjrdn

5,000 followers



Jayah Arnett

@jayah.a

7,210 followers



Dub Aura

@dubaura

18k followers



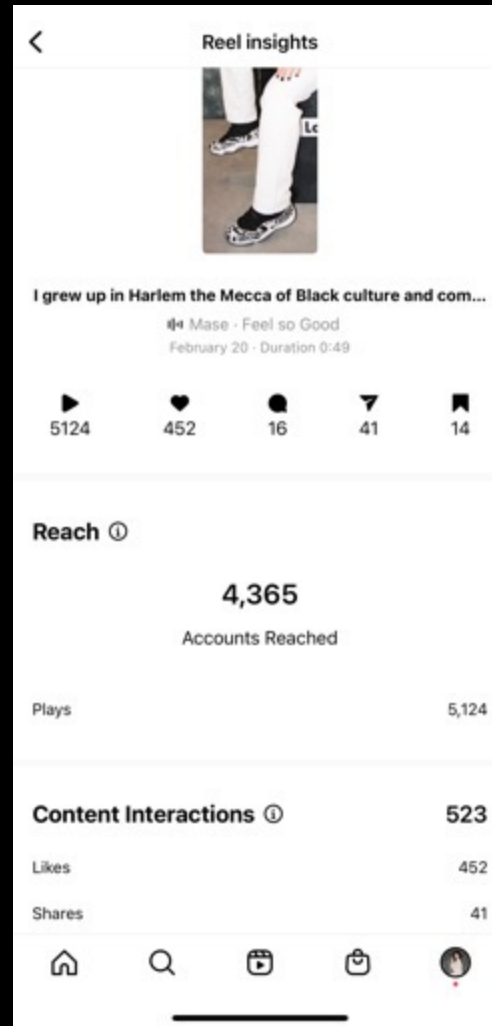
T-Mark

@tmarkgotkickss

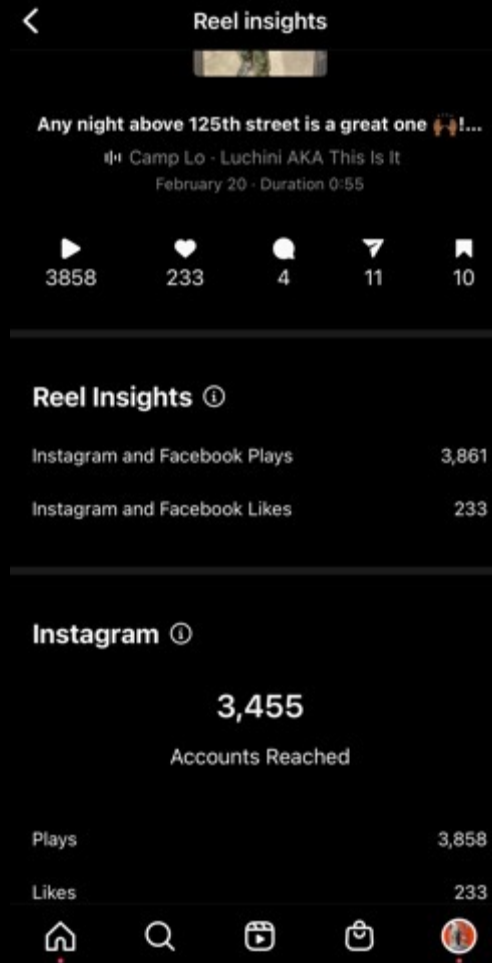
106k followers



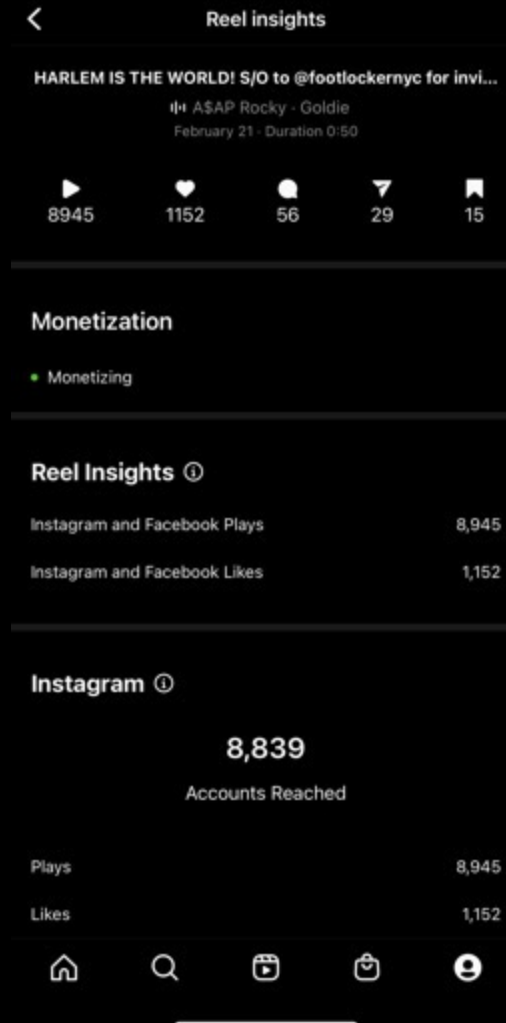
UGC INSIGHTS – JAYAH ARNETT



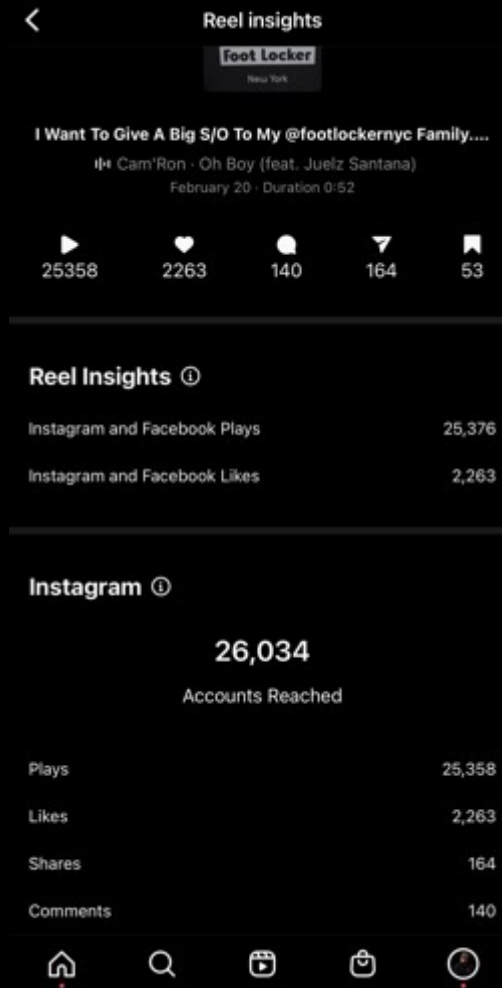
UGC INSIGHTS – JOURDAN ASH



UGC INSIGHTS – DUB AURA



UGC INSIGHTS – TMARK GOT KICKS



AIRBRUSHING STATION





DISCOVER
YOUR AIR

GO



HARLEM GRAND OPENING - 2.19.22 - 2.20.22

FOOD TRUCK





craft



HOMEGROWN NIGHT – FOOD & BEVERAGE





Foot Locker

New York

MENU

VEGAN IMPOSSIBLE CHOPPED CHEESE

IMPOSSIBLE MEAT | VEGAN CHEESE
SLICED ONIONS & PEPPERS | VEGAN BREAD

NASHVILLE CHICKEN SLIDERS

FRIED BUTTERFLIKE CHICKEN | CAYENNE PEPPER
COLLARD LEAF | PICKLES | PIMENTO BUN

SHROOM EMPANADA

MINICED MUSHROOM | TRIPLE CHEESE | PEPPER
SAUCE | AS. VEGET. & CHOCOLATE MOJO

**NASHVILLE
CHICKEN SLIDERS**
FRIED BUTTERFLIKE CHICKEN

**SHROOM
EMPANADA**

Foot Locker

HOME



HARLEM GRAND OPENING - 2.19.22 - 2.20.22

DJ BOOTH & AUDIO





HARLEM GRAND OPENING - 2.19.22 - 2.20.22



TOTE BAGS



T-SHIRTS



SOCIAL PHOTOGRAPHER



PHOTO MOMENT



SOCIAL MEDIA ASSET CREATION



Foot Locker.
Harlem

**GRAND
OPENING**

2.19.22
11AM-7PM

MUSIC BY
**MILHOUSE | SUASO
JAMESY | BROQUETE**

GIFT WITH PURCHASE. VALID FROM 2.19.2022 - 2.20.2022
FIRST COME, FIRST SERVED WHILE SUPPLIES LAST
SEE LINK IN BIO FOR TERMS & CONDITIONS

LIMIT ONE GIFT PER CUSTOMER. OFFER CANNOT BE APPLIED TO PREVIOUS PURCHASES
AND CANNOT BE REDEEMED FOR CASH. GIFT ITEMS CANNOT BE RETURNED
OR EXCHANGED. TERMS ARE SUBJECT TO CHANGE.

272 W 125TH STREET 



Foot Locker
**HOME
GROWN**
NEW YORK

**GRAND
OPENING**

2.19.22
7PM-9PM

INVITE ONLY

MUSIC BY
YOO Q!

GIFT WITH PURCHASE. VALID FROM 2.19.2022 - 2.20.2022
FIRST COME, FIRST SERVED WHILE SUPPLIES LAST
SEE LINK IN BIO FOR TERMS & CONDITIONS

LIMIT ONE GIFT PER CUSTOMER. OFFER CANNOT BE APPLIED TO PREVIOUS PURCHASES
AND CANNOT BE REDEEMED FOR CASH. GIFT ITEMS CANNOT BE RETURNED
OR EXCHANGED. TERMS ARE SUBJECT TO CHANGE.

272 W 125TH STREET 





HARLEM GRAND OPENING - 2.19.22 - 2.20.22

2.20.22 – COMMUNITY GIVEBACK

- Community Shopping Experience – members of 3 local businesses were given a \$500 large check donation on behalf of Foot Locker.
- The groups came in on 2.20.22 from 9am – 10:30am and were provided with Gift Cards from Foot Locker to be used for their personalized shopping experience.





Foot Locker
New York

Foot Locker

HARLEM GRAND OPENING - 2.19.22 - 2.20.22



CREATIVE & DESIGN CONCEPTS

1. CUSTOM SHOPPING EXPERIENCE – Members of 3 Local For Profit Businesses shopping experience (gift cards provided by Foot Locker)
2. DJ BOOTH & AUDIO - Full Evox Sound System, DJ Rider, Wired Mic on Stand, 6ft table, Black Facade & Onsite Technician & branded DJ Booth
3. LARGE CHECKS– Designed 3 large checks for the community giveback donations to three local businesses
4. TOTE BAGS - Custom Branded Tote Bags "Foot Locker New York" branding - Black Canvas Bag with White Foot Locker Branding (Single Hit Center, Single Side)
5. T-SHIRTS - Custom Branded Long Sleeve T-Shirt "Foot Locker New York" branding - Black Shirt & White Print (Size Run Assorted Adult Small - Extra Large) (Single Hit Center Chest 10-11" W)
6. MASKS - Custom Branded Masks "Foot Locker New York" branding - Black & White Print (Single Hit Center, Single Side)
7. SOCIAL DISTANCING SIGNAGE – branded social distancing signage encouraging guests to stay distanced and wear a mask
8. SANITIZATION STATION - Mobile Wireless Branded "Foot Locker" Contactless Hand Sanitizer Station - (custom built by InHouse)
9. SOCIAL MEDIA ASSET CREATION – design and creation of (3) flyers for all activation dates (2.19 Day Time, 2.19 Homegrown Night, & 2.20)



CUSTOM SHOPPING EXPERIENCE





HARLEM GRAND OPENING - 2.19.22 - 2.20.22

LARGE CHECK



DJ BOOTH & AUDIO





Foot Locker
New York



HARLEM GRAND OPENING - 2.19.22 - 2.20.22

TOTE BAGS



SOCIAL MEDIA ASSETS

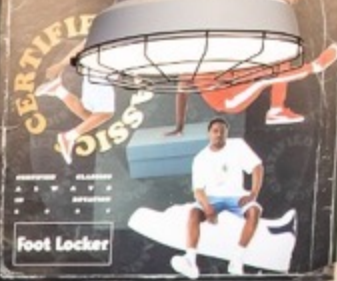
A vertical poster for the Foot Locker Harlem Grand Opening. The background is a black and white photograph of a multi-story brick building facade. At the top, the Foot Locker logo is in a white box, with 'Harlem' below it. The words 'GRAND OPENING' are in large, bold, white capital letters. Below that is the date '2.20.22' and the time '11AM-7PM'. The music lineup is listed as 'MUSIC BY YOUNG MOZART, DJ SAIGE, DANA LU | DJ MOKA'. At the bottom, there is a coupon code '272 W 125TH STREET' and a pair of scissors icon. Fine print at the bottom reads: 'GIFT WITH PURCHASE, VALID FROM 2.19.2022 - 2.20.2022. FIRST COME, FIRST SERVED WHILE SUPPLIES LAST. SEE LINK IN BIO FOR TERMS & CONDITIONS. LIMIT ONE GIFT PER CUSTOMER. OFFER CANNOT BE APPLIED TO PREVIOUS PURCHASES AND CANNOT BE REDEMPTED FOR CASH. GIFT ITEMS CANNOT BE RETURNED OR EXCHANGED. TERMS ARE SUBJECT TO CHANGE.'



LEGENDS OF THE GAME.



LEGENDS



Foot Locker

Foot Locker

HARLEM GRAND OPENING - 2.19.22 - 2.20.22



CONTACT US

Sharad Bhavnani
Project Lead
sharad@inhouse.design

Arun Datta
Management
arun@inhouse.design



Avi Vaswani
Logistics
avi@inhouse.design

Rohan Samtani
Creative
rohan@inhouse.design

InHouse

18 Cain Drive

Plainview, NY 11803

516.496.2217

@inhousedesignny

