

**Foot
Locker**

MASJIDULLAH SNEAKER GIVEBACK

05.18.2021



ACTIVATION MARKET

PHILADELPHIA, PA





OVERVIEW



InHouse conceptualized this special sneaker giveback program for Foot Locker to be hosted at the Masjidullah in Philadelphia.

InHouse created and facilitated strong and authentic partnerships within nonprofit, community, and youth organizations. Foot Locker's partnership with the Masjidullah helped to reinforce Foot Locker's continued commitment to all communities. InHouse also partnered with Good Deed Salim of Whimsicle to provide popsicles to the guests. Salim is also a member of the Masjid.

InHouse's strong network of supporting partners included a vast amount of influencers from the fashion, music, and technology space who all helped to drive the program forward. InHouse ensured all beneficiaries of the program were those individuals who truly needed the allotted footwear. Through this program, InHouse distributed 100 pairs of sneakers to the community.

All design & production was managed by InHouse.



SUPPORTING PARTNERS



Masjidullah, Inc., is an Islamically based Community Center serving the entire community. Their committees offer a number of services that can assist not only their membership but their neighboring communities as well.

They offer Islamic Classes, Educational Courses, K-12 Cyber School, Daycare, Pre-School and an After School program. They also offer Sunday Islamic School, Food Distribution Programs, Family Planning, Senior Programs and Adult Literacy Programs.



The Whimsicle Team is aware of the national childhood obesity epidemic and the significant health problems, psychological, and social issues that can be triggered by childhood obesity.

It is our mission to ultimately change the perception of the popsicle and to strive for a healthy-eating movement; in an innovative way that the world can enjoy. By incorporating fruit pops, fashion, art, and music, the Whimsicle movement looks forward to promoting a unique and healthy lifestyle across the globe.



CREATIVE & DESIGN CONCEPTS

1. **TALENT ACQUISITION & MANAGEMENT** – worked directly with Foot Locker’s marketing managers to create a strong influencer team consisting of an influencers relevant in the community. InHouse selected the key influencer, negotiated rates, and coordinated all logistics.
2. **SNEAKER DISTRIBUTION STATION** - a 10 x 10 branded pop-up tent that was a designated socially distanced station allowing for sneaker distribution. Brand Ambassadors managed the station, timing, and sanitization in between usage.
3. **SNEAKER BOXES** – produced branded Foot Locker sneaker boxes that featured the social media handle @footlockerphilly.
4. **FOOD & BEVERAGE** – local, Black-owned caterer, Whimsicle was on site to provide popsicles to guests. Each popsicle stick was co-branded with the Foot Locker and Masjidullah logos.
5. **SANITIZATION STATION** - a 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.
6. **SOCIAL DISTANCING SIGNAGE & PPE** - designed and created social distancing signage to ensure that all guests and staff adhered to current safety guidelines. This signage was inclusive of branded Foot Locker tents, flags, and signs to be used at each Giveback.
7. **DELIVERY VEHICLE** – delivery vehicle customized with “THE GIVEBACK” branding that was used for transportation, delivery of sneakers to Giveback location, and additional brand visibility.
8. **CONTENT CAPTURE TEAM** – dedicated photo & video team onsite for each sneaker Giveback. Inclusive of recap deck, video, & photos.





INFLUENCER MANAGEMENT & ACQUISITION

Local influencer and Philadelphia 76ers in arena event host, Christian Crosby was on site to host and provide good vibes for the activation.



@christiancrosby

102k followers



SNEAKER DISTRIBUTION STATION



SNEAKER BOXES



FOOD & BEVERAGE



SANITIZATION STATION



SOCIAL DISTANCING SIGNAGE & PPE



DELIVERY VEHICLE





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