

**Foot  
Locker**

**NATIONAL HAMBURGER DAY**

**05.28.2021**



# ACTIVATION MARKET

ATLANTA, GA



# OVERVIEW



InHouse designed and conceptualized a Foot Locker activation focused on National Hamburger Day. InHouse partnered with local Atlanta establishment, “The Slutty Vegan” to provide free burgers to the local guests and community of Jonesboro. This activation aimed to promote increased awareness around health & wellness with the consumption of alternative protein options.

InHouse selected The Pinky Cole Foundation to be its community partner for this activation. The Pinky Cole foundation focuses on empowering generations of color to win in life, financially, and in the pursuit of their entrepreneurial dreams.

Through this activation, InHouse provided 100 free meals to the community and created an energetic moment for the local guests while simultaneously driving consumers back to the Foot Locker Atlanta social media channels.

All design and production was executed by InHouse.



# SUPPORTING PARTNERS

PINKY COLE  
FOUNDATION

The Pinky Cole Foundation is an organization based in Atlanta, GA. They provide a roadmap for black economic progress achieved by creatively leveraging economic opportunities, successful risk-taking, and innovation.

The aim here is always to ignite the entrepreneurial mindset in young people, preparing them to be career-ready and tomorrow's innovator

*Slutty Vegan*

Bringing vegan options and food awareness to Atlanta's West End has always been a life dream of Pinky Cole, CEO and Founder of The Slutty Vegan. Pinky aimed to open the conversation on vegan food options for people who have never considered them in this community that has such high numbers in hypertension, cholesterol, obesity, and a host of other food-borne ailments, is momentous.

By October 2018, the first Slutty Vegan restaurant location opened. Three months later, a crowd of 1,200 gathered outside the restaurant in 45-degree weather for the grand opening.





## WARNING

Under Georgia law, there is no liability for an injury or death of an individual entering these premises if such injury or death results from the inherent risk of contracting COVID-19. You are assuming this risk by entering these premises.

# 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. **BIG CHECK DONATION** – designed and created a large check to be presented as a \$5,000 donation to the Pinky Cole Foundation.
3. **HAMBURGERS** – provided 100 hamburgers to guests through the partnership with local, Black-owned caterer, The Slutty Vegan.
4. **MASKS** - designed and created custom masks outfitted with Foot Locker Atlanta branding.
5. **DJ BOOTH & AUDIO** – 4 ft. acrylic DJ Booth outfitted with Foot Locker Atlanta branding and all necessary DJ equipment and sound.
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. **CONTENT CAPTURE TEAM** - dedicated photo & video team onsite for each sneaker Giveback. Inclusive of recap deck, video, & photos.



# TALENT ACQUISITION & MANAGEMENT

Local DJ and Atlanta favorite, DJ Mike Mars was also onsite to curate the soundtrack of the event. Founder of both the Slutty Vegan and the Pinky Cole Foundation, Aisha "Pinky" Cole also supported the event through social media.



@djmikemars

12k followers



# ENGAGEMENT



1,615 likes

pinky907 I love doing community work. That brings me more joy than the business itself. Thank you @footlockeratlanta for seeing the mission of @pinkygivesback and donating to our cause! We will continue to do the work ❤️❤️

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828 views

djmikemars x @footlockeratlanta x @sluttyveganatl #nationalhamburgerday x #justlandent x #djmikemars

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# BIG CHECK DONATION



# HAMBURGERS





DRINK  
DUH  
FUH

WARNING

EXIT

ENTER

Foot Locker

PLANT BASED  
**VEGAN**  
AND PROUD  
TO EAT DEAD ANIMALS  
*Slutty Vegan*  
SLUTTYVEGANATL.COM  
POWERED BY GRASS  
VEGANS TASTE BETTER  
KALEME  
SLUT

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# MASKS



# DJ BOOTH & AUDIO



# SOCIAL DISTANCING SIGNAGE & PPE





# CONTACT US

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