

**Foot  
Locker**

**PARK WEST GRAND OPENING**

**11.18.21 - 11.21.21**



# ACTIVATION MARKET

PHILADELPHIA, PA



FOOT LOCKER: PARK WEST GRAND OPENING - 11.18.21 - 11.21.21

# OVERVIEW



InHouse worked directly with Foot Locker to create a multi-day activation for local guests and influencers in celebration of the Foot Locker Grand Opening in Park West location in the Philadelphia market. The activations around the Foot Locker Park West Grand Opening were as follows:

1. Influencer "Friendsgiving" Dinner (Day 1)
2. Youth Tie Die Experience in partnership with Mastery Charter Shoemaker Campus (Day 2)
3. Community Day & Product Giveaways (Day 3)

Each activation included a Brand Ambassadors & local talent to drive consumer traffic and awareness. These events were executed with support from numerous local partners including Ms. Dawn's Catering, The Foodchasers, Whimsicle, The Mastery Charter Shoemaker Campus & The Art Bully. The Art Bully provided the new store with a unique art installation that speaks to the local community.

Covid-19 safety guidelines were implemented and adhered throughout the activation. All creative, design, & production was executed by InHouse.





Foot Locker

Foot Locker

Foot Locker

DELPHIA

PORT AUTHORITY

Foot Locker  
FACE COVERINGS ARE REQUIRED  
PLEASE PRACTICE SOCIAL DISTANCING  
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QR CODE  
@FOOTLOCKERPHILLY



# SUPPORTING PARTNERS



Ms. Dawns Kitchen was opened in Burlington, NJ. The art of food incorporated with business has been both rewarding and difficult at the same time; as she put its "owning and operating a restaurant has been one of the hardest jobs I have ever had but it was lessons learned daily and so many blessings that made me focus on what is important in my life".



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 their 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.



Dr. Maya Johnstone and Dr. Kala Johnstone are respected authors and former school principals. They have recently added "restaurant owners" to their resumes.

Eight years ago after the convincing of family and friends, they started a social media account, FoodChasers to feature great food they found while traveling.. Thus, the idea of FoodChasers' Kitchen was born. After serving in the School District of Philadelphia for twenty years, they decided to take a "leap of faith" and chase their dream of owning a restaurant.



# SUPPORTING PARTNERS



Taking a chance on himself, he picked art back up in 2014, experimenting with everything he can get his hands on. From hand-painting tees, to painting sneakers and doing tattoos, he was trying to find his niche. He saw that gravitated more towards painting canvases and designing clothes and even murals.

Beginning to make a name for himself in Philly, he had his first art exhibit at Common Ground clothing store in center city. This spiraled into many other opportunities. In 2018, he free-hand painted a photo backdrop which you can see in his interview with Taste Creators. That backdrop went on to be used in multiple music videos and photoshoots from artists coming out of the city. His biggest commission however was for Footlocker in 2019 where he painted a mural on a 300 sq ft wall. This led to him having an art installation at both the Roots Picnic and Made In America Festival and also painting a mural at Philly's number one radio station 103.9 owned by Radio One.



***Mastery Charter School  
Pickett Campus***

At Mastery Charter Schools, all students learn the academic and personal skills they need to be truly prepared for postsecondary success and able to pursue their dreams.

Mastery Charter Schools have a strong emphasis on disrupting systemic racism and inequities that limit student's choices. They nurture a culture where all staff, students, and families are seen and valued.





FOLLOW -> DREAMS  
YOUR

WEST  
PHILLY

Foot Locker  
Philadelphia  
PARK  
WEST

Foot Locker  
Philadelphia



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# CREATIVE & DESIGN CONCEPTS

1. **TALENT ACQUISITION & MANAGEMENT** – selected the talent and negotiated all rates, handled communications, and managed all talent deliverables.
2. **CURATED CONTENT** – dedicated content capture team onsite. Deliverables include: profile pieces on talent, recap videos highlighting the activation and talent, impact Photos, and a recap Deck.
3. **ART INSTALLATION** – worked with local artist, The Art Bully to create a custom art installation in the new Park West store.
4. **FOOD & BEVERAGE STATION** – branded Foot Locker and Park West food and beverage station serving pastries, donuts, hot chocolate, & hot meals.
5. **DJ BOOTH & AUDIO** – branded Foot Locker and Park West DJ booth with all necessary audio.
6. **DISTRIBUTION STATIONS** – branded Foot Locker 10 x 10 pop up tents used for product and meal giveaways.
7. **PRODUCT GIVEAWAYS** – distributed pens, shirts, and masks all branded Foot Locker to the local community
8. **MEAL DISTRIBUTION** – sourced meals for both the Friendsgiving Influencer dinner as well as the Community day for meal giveaways.
9. **SOCIAL DISTANCING SIGNAGE & SANITIZATION STATION** – Foot Locker branded signage reminding guests to wear their masks and adhere to current safety guidelines. The Sanitization station was onsite to ensure guests and staff monitored their temperatures and kept their hands clean at all times.



# TALENT ACQUISITION & MANAGEMENT




DJ Aktive

@djaktive 

85.1k followers



Kur

@kur7947 

267k followers



DJ Aye Boogie

@djayeboogie

15.5k followers



Bri Steves

@bristeves 

93.8k followers



Paris Nicole

@paris\_nicole

40.5k followers



DJ Vic B

@vicb

8,434 followers



DJ Caution

@djcaution856

25.2k followers



Kill Sing

@killsing

6,802 followers



DJ HBK

@iamdjhbk

6,463 followers



Marco Glorious

@marcoglorious

30.8k followers



# ART INSTALLATION



# FOOD & BEVERAGE STATION



# DJ BOOTH & AUDIO



# DISTRIBUTION STATIONS



# PRODUCT GIVEAWAYS



# MEAL DISTRIBUTION



# SOCIAL DISTANCING SIGNAGE & SANITIZATION STATION



# DAY 1: FRIENDSGIVING





**A MESSAGE OF Gratitude**

Food Locker thanks you for gathering with us tonight for this meaningful, yet special occasion. We hope to inspire new connections tonight, and look forward to supporting you and your endeavors in the future.

With love,  
Food Locker

*Friends*

**Dinner**

- AROMATIC & CHEESE
- ANDI NYAMS
- LEAM SNACH
- MISS MASHED POTATO
- STRING BEANS
- RY HE STUFFIN
- H TULLEY GRAY
- ANBEY SAUCH
- A ROL CORNB

**Desserts**

- SWEET POTATO PL
- PIE
- PIE
- PIE
- PUING SHOOTERS



# DAY 2: YOUTH TIE DIE EXPERIENCE





# DAY 3: COMMUNITY DAY





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