

**Foot  
Locker**

**THE BIG PHILLY CLEAN UP**

**05.23.2021**



# ACTIVATION MARKET

PHILADELPHIA, PA



# OVERVIEW



InHouse partnered with The Big Philly Clean Up to execute a collective clean up day for the city of Philadelphia on behalf of Foot Locker. The clean up route started at the Strawberry Mansion school and cleaned up within a few block radius.

Community events are a part of the fabric of Foot Locker's DNA. This event helped to reinforce Foot Locker's continued commitment to community by allowing them to giveback in a new way that leaves a long lasting impact and cleaner community.

Through their large network of influencers, artists, and creatives, The Big Philly Clean Up was able to provide a solid team of creatives to build this activation and bring awareness to the clean up's initiatives.

Through this activation, InHouse transformed a regular clean up event into a fun and interactive moment for those participating in the clean up.

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



# SUPPORTING PARTNERS



After partnering with Ryan Harris, who actively cleans North Philadelphia neighborhoods, what grew was a collective community to bridge the gaps between Black organizers, artists, entrepreneurs, influencers and city officials to strategize a plan of action.

Organizing on the grass-roots level has strengthened bonds and has proven to yield immediate results.

The Big Clean Up aims to show our communities that the collaborative efforts of unique individuals for a common goal is what makes a community powerful! Plant seeds of perseverance.



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. **DELIVERY VEHICLE** - Mercedes Benz Sprinter co-branded "The Big Philly Clean Up" & "The Giveback" used for transportation of all activation materials and for additional brand visibility.
2. **CLEANING SUPPLIES** – provided all necessary cleaning supplies for the clean up, inclusive of (15 ) Brooms, (15) Push Brooms, (25) Standing Industrial Dust Pans, (25) Dust Pans, (2) Utility Wagons, (50) Cut Resistant Gloves, (10) Boxes of Contractor Trash Bags, (30) Standard Trash Pickers, (2) Tilt Trucks, & (40) Packs of Hand Sanitizing Wipes.
3. **T-SHIRTS** – designed and created t-shirts that were co-branded with both "The Big Philly Clean Up" & "Foot Locker" logos.
4. **FOOD & BEVERAGE** – local Black-owned vendor, Whimsicle was on site providing healthy ice pops to guests.
5. **SANITIZATION STATION** - 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** - 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.



# DELIVERY VEHICLE



# CLEANING SUPPLIES



# T-SHIRTS



# FOOD & BEVERAGE



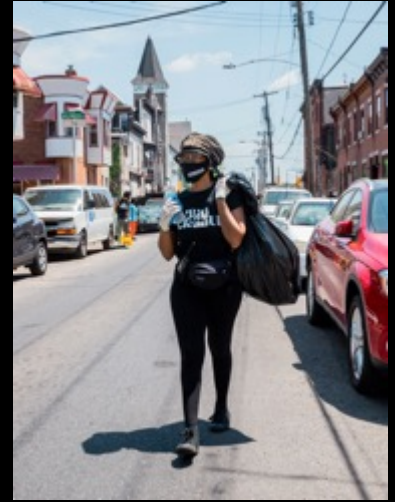
# SANITIZATION STATION



# SOCIAL DISTANCING SIGNAGE



# THE CLEAN UP



# 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



Rohan Samtani

Creative Director

rohan@inhouse.design

Karan Jaspal & Avi Vaswani

Coordination & Logistics

karan@inhouse.design

avi@inhouse.design

InHouse

18 Cain Drive

Plainview, NY 11803

516.496.2003

@inhousedesignny

Nisha Bhavnani

Director of Business Development & Brand

Partnerships

nisha@inhouse.design

