

Foot Locker

A TASTE OF OUR CULTURE: DMV EDITION

04.28.2021



ACTIVATION MARKET

BALTIMORE, MD



OVERVIEW



InHouse produced "A Taste of Our Culture" as an activation designed to highlight cultural cuisine and bring it to the selected activation market. "A Taste of Our Culture" also reinforces Foot Locker's continued commitment to community.

For this activation, InHouse coordinated with Ms. Dawn, Face Community Center, and Kick Dreams United to be the supporting partners for this activation. Minority and female caterer, Ms. Dawn was selected to prepare the meals. Baltimore's own, DJ Holliwod was on site to curate the soundtrack. Local event host @hfrinks was also on site to host and maintain the energy for this Giveback event.

Meal givebacks continue to be a part of the brand's DNA and allowed for the distribution of 300 fresh hot meals at the Face Community center, a local nonprofit working within the community to help those in need. Through this activation, InHouse distributed 100 pairs of sneakers to members of the community.

All design and production was executed by InHouse.





Foot Locker

Foot Locker

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Foot Locker
BECAUSE SNEAKERS.



SUPPORTING PARTNERS





FACE's mission is to provide supportive service programs to recently released returning citizens and members of the community, to significantly help to alter their life course by helping to reduce relapse and recidivism vulnerability and remove treatment barriers for individuals actively seeking recovery from substance use and mental health disorders through the provision of safe, supervised housing and related supportive services."

FACE offers participants assistance in getting jobs, reuniting with families, getting help, treatment, and recovering from drug addiction/mental health problems. Participation in services is voluntary and is designed to meet the needs of each resident.



During the fall of 2014, Kick Dreams United (KDU) was founded on a key possibility...what if the sneaker culture emerged as civic minded? Tony Hardy, founder of KDU, identified unused and outdated sneakers as an under utilized resource. From that realization he sought to develop an organization that would function as a bridge between sneaker collectors and those who are in need of sneakers.

After the Baltimore Riots of 2015, Tony was motivated to take positive action. He began his mission by taking sneakers out of his closet and delivering them to individuals living on the streets of Baltimore City. Since its inception in 2015, Kick Dreams United (KDU) has collected, cleaned, sorted, and distributed over 10,000 pairs of sneakers.



MS. DAWN'S



Ms. Dawn's 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 it "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".

Ms. Dawn closed her restaurant and shifted her focus to full-time catering where she could be hands on with clients. "I love my customers and they become family! They call us time after time. We love sharing life special moments with them and we're so appreciative for their referrals".

One major key to her success is that she pays special attention to every detail, presentation of food and making sure that she meets with all of her clients to build a professional/family connection. "I make every customer feel like I want to feel... important"





Foot Locker

Foot Locker
GIVEBACK

FOOD

Ms. Pheasant



CREATIVE & DESIGN CONCEPTS

1. **DONATION** – Foot Locker provided a big check donation of \$1000 to the Face Community Center.
2. **MEAL DISTRIBUTION STATION** – 10’ x 10’ pop up tents outfitted with Foot Locker branding, designated socially distanced station allowing for guests to receive a complimentary pre-packaged hot meal. Additional branded items included branded consumer facing tablecloths and a “GIVEBACK” branded mesh wall in the tent for further brand visibility.
3. **PRE-PACKAGED HOT MEALS** – InHouse sourced 300 hot, pre-packaged meals to be served for this Giveback. The meals were cooked by Black and female led caterer, Details by Ms. Dawn.
4. **SOCIAL DISTANCING SIGNAGE & PPE** – 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.
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. **GAME STATION**– Foot Locker branded prize wheel always operated by a brand ambassador.
7. **GIVEAWAYS** – distribution of an assortment of branded gifts including “The GIVEBACK” t-shirts, masks, and 100 pairs of sneakers via the Prize Wheel.
8. **DJ BOOTH & AUDIO** – DJ booth and all necessary audio. DJ booth was outfitted with “Because Sneakers” branding.
9. **SNEAKER BOXES** – customized sneaker boxes outfitted with the handle for @footlockerdmv.
10. **DELIVERY VEHICLE** – delivery vehicle customized with “THE GIVEBACK” branding that was used for transportation, delivery of sneakers to Giveback locations, and additional brand visibility
11. **SOCIAL MEDIA ASSETS** – designed and created branded social media assets in square and story format for Foot Locker to increase awareness around the event.
12. **CONTENT CAPTURE TEAM** – InHouse had a content capture team onsite. Deliverables include: 60 second video highlighting the activation and the cultural cuisine, Impact Photos, and a Recap Deck.



DONATION

Foot Locker provided a big check donation of \$1000 to the Face Community Center.



MEAL DISTRIBUTION STATION



PRE-PACKAGED HOT MEALS



SOCIAL DISTANCING SIGNAGE & PPE



SANITIZATION STATION



GIVEAWAYS



DJ BOOTH & AUDIO



SNEAKER BOXES



DELIVERY VEHICLE



SOCIAL MEDIA ASSETS

Foot Locker
DMV
A TASTE OF OUR CULTURE
4.28.21
12pm-2pm
**@FOOTLOCKERDMV WILL BE PROVIDING
FREE HOT MEALS FOR THE COMMUNITY
FIRST COME FIRST SERVED**
MUSIC BY: @ITSDJHOLLIWOOD2 | HOSTED BY: @HFRINKS
FACE COMMUNITY CENTER
1645 NORTH CALHOUN ST. BALTIMORE, MD.

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