

Foot Locker

A TASTE OF OUR CULTURE: LES GIRLS CLUB

04.14.2021



ACTIVATION MARKET

NEW YORK, NY



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 and the LES Girls club to be the supporting partners for this activation. Local minority and female caterer, Ms. Dawn was selected to prepare the meals. Hot 97's DJ Saige is a former member of the LES Girls Club and was on site to lead the activation.

Meal givebacks continue to be a part of the brand's DNA and allowed for the distribution of 350 fresh hot meals at the LES Girl's Club, a local nonprofit working within the community to help those in need.

All design and production was executed by InHouse.



SUPPORTING PARTNERS



Details by Ms. Dawn

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"

THE LOWER EASTSIDE GIRLS CLUB

The Lower Eastside Girls Club is training the next generation of ethical, entrepreneurial, and environmental leaders. Girls Club members overcome adversity, perceive opportunity, develop self-confidence, make ethical decisions and healthy life choices, thrive academically, embrace leadership, and have the ability to enter college or the workforce as fully prepared and connected adults.

As a community-based organization they work to overcome the fragmentation of youth services through partnerships with non-profit organizations that share their mission, with local businesses, academic institutions, faith-based communities, and with our members' families. By creating a 'whole-girl' approach - emphasizing a broad range of cultural competencies needed for success - curiosity, poise, happiness, resiliency, compassion, health and job readiness they use more than academic performance to benchmark our impact.

Through the On The House program, a partnership was facilitated with the Girl's Club to do more work on further community initiatives in the future. The excess funds raised from the On The House GoFundMe campaign was used to host an additional 300 meal giveback at the LES Girls Club on February 10, 2021.



DJ SAIGE



DJ Saige

@djsaige

17.8k followers



CREATIVE & DESIGN CONCEPTS

1. **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.
2. **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.
3. **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.
4. **DJ BOOTH & AUDIO** – DJ booth and all necessary audio. DJ booth was outfitted with "Because Sneakers" branding.
5. **BRANDED GIVEAWAYS** – distribution of an assortment of branded gifts including "The GIVEBACK" t-shirts, hand sanitizers, and masks.
6. **DELIVERY VEHICLE** – delivery vehicle customized with "THE GIVEBACK" branding that was used for transportation, delivery of sneakers to Giveback locations, and additional brand visibility
7. **PRE-PACKAGED HOT MEALS** – InHouse sourced 350 hot, pre-packaged meals to be served for this Giveback. The meals were cooked by Black and female led caterer, Details by Ms. Dawn.
8. **CONTENT CAPTURE TEAM** – InHouse had a content capture team onsite. Deliverables include: 60 second video highlighting Ms. Dawn and the cultural cuisine, Impact Photos, and a Recap Deck.



MEAL DISTRIBUTION STATION



SOCIAL DISTANCING SIGNAGE & PPE



SANITIZATION STATION



DJ BOOTH & AUDIO



BRANDED GIVEAWAYS



DELIVERY VEHICLE



PRE-PACKAGED HOT MEALS





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