

# Foot Locker

P.S. / I.S. 76 COURT REFRESH

09.14.2021



# ACTIVATION MARKET

HARLEM, NY



# OVERVIEW



InHouse worked with local artist Jay West to re-design the basketball court & elements of the gymnasium at P.S. / I.S. 76 in Harlem. The P.S. / I.S. 76 Court Refresh was part of Foot Locker's 2021 Back To School programming. The buildout led to a "Court Reveal" event for students and faculty of P.S. / I.S. 76 that took place on September 14<sup>th</sup>, 2021.

InHouse added a fresh new aesthetic to the court, accent walls, banners, doorways and backboards within the 2nd floor gymnasium.

For the Reveal event, Foot Locker gifted the students of the school with 300 backpacks filled with school supplies. Starting at 10am, each class was invited to the gymnasium for the new court debut. Jay West was also on site to personally distribute the bags and celebrate the new court with all of the students. The P.S. / I.S. 76 Court Refresh was a great way to conclude Foot Locker's 2021 Back To School programming and served as a prelude to an exciting school year.

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



# SUPPORTING PARTNER – JAY WEST



Jay West is a contemporary Artist from Harlem, NY, who is quickly gaining recognition as one of the most promising young artists in New York. His work is about “mixing opposites” and making “worlds collide”. Drawing from a wide spectrum of inspirations, West’s paintings deal with subjects as diverse as popular cartoon characters, religion, technology and Greek mythology.

INSTAGRAM: @jaywestart

FOLLOWERS: 15.5k



# SUPPORTING PARTNER – P.S. / I.S. 76



Public School 76, Asa Philip Randolph School for the Humanities, is located in the South Central Harlem Section of Manhattan, New York. This Pre-Kindergarten to 8th grade school serves a population of approximately 520 students from culturally diverse backgrounds.

The community is home to many immigrants from the Dominican Republic, Haiti, Ghana, and Honduras. The School plays a vital role for many students and families.

Public School 76 continues to make ongoing efforts to improve the quality of student performance and has implemented a Common Core Standards based approach to planning curriculum across all content areas.



**ALMIGHTY**

**HARLEM**

A

B

C

D

E

F

G

H



# TIMELINE

**PRE-PRODUCTION**  
8.11 – 8.27



**FULL COURT REFRESH**  
8.30 – 9.13



**REVEAL EVENT**  
9.14

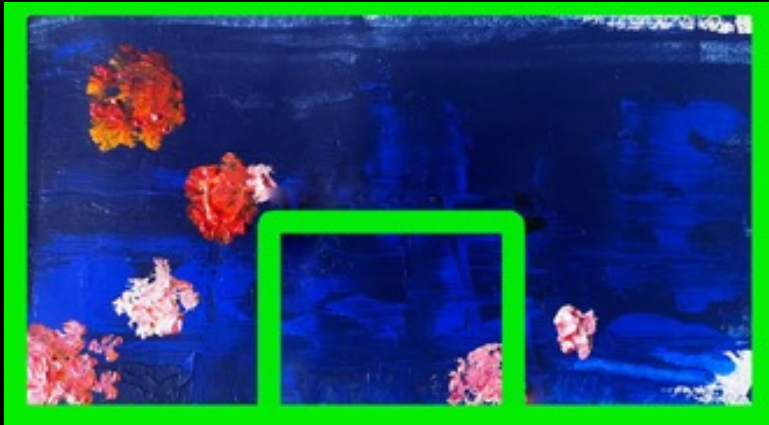


# CREATIVE & DESIGN CONCEPTS

1. **TALENT ACQUISITION & MANAGEMENT** – partnered with the designer Jay West, procured talent, and coordinated all logistics.
2. **PRE-PRODUCTION**– prior to execution, InHouse created several detailed renderings of the court buildout plans for approval from both the school and Foot Locker.
3. **FULL COURT REFRESH** – fully redesigned basketball court outfitted with custom art from Jay West. Other elements of the gymnasium were customized with Foot Locker branding.
4. **FELT & VINYL BANNERS** – premium, Foot Locker branded banners as well as premium P.S. / I.S. 76 banners hanging from the ceiling for additional brand visibility and higher appeal.
5. **BACKPACKS** – designed and created 300 Foot Locker backpacks to be distributed at this activation.
6. **REVEAL DAY EVENT & BACKPACK GIVEAWAY** – activation for students and faculty of the school. All participating students received a Foot Locker branded backpack filled with brand new school supplies.
7. **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.
8. **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.
9. **RECAP CONTENT** – content capture teams documenting everything from the buildout to the reveal event. InHouse created 2 pieces of video content (Video 1: Build Out & Jay West Interview: Recap Video: 9x16 & Video 2: Court Reveal Day w Book Bag Giveaway: Recap Video: 9x16) which was delivered with accompanying recap photos.



# PRE-PRODUCTION



# PRE-PRODUCTION



# FULL COURT REFRESH



# FULL COURT REFRESH



# FELT & VINYL BANNERS



# BACKPACKS



# REVEAL DAY EVENT & BACKPACK GIVEAWAY



# SANITIZATION STATION



# SOCIAL DISTANCING SIGNAGE & PPE



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# CONTACT US

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