

Foot Locker.
#WHM2021

A TASTE OF OUR CULTURE

03.29.21



ACTIVATION MARKET

PHILADELPHIA, PA



OVERVIEW



InHouse produced "A Taste of our Culture" as an activation to conclude the Foot Locker Women's History Month programming. "A Taste of our Culture" is a food giveback program designed to highlight the cultural cuisine of the selected activation market as well as align with Foot Locker's continued commitment to community.

For this activation, InHouse coordinated with Ms. Dawn and Face to Face Germantown to be the supporting partners for this activation. Local minority and female caterer, Ms. Dawn was selected to prepare the meals and highlighted as part of Women's History Month.

Meal givebacks continue to be a part of the brand's DNA and allowed for the distribution of 125 fresh hot meals at Face to Face Germantown, 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 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".

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"



FACE TO FACE GERMANTOWN



From its origins as a soup kitchen in 1985, Face to Face has evolved into a multi-service organization that offers free human services to more than 2,500 low income and homeless individuals each year.

Face to Face offers a Dining Room which serves hot meal restaurant style Fridays through Tuesdays. Doors open at 9am Mondays, Tuesdays, Fridays, Saturdays and at 11am on Sundays, allowing guests to socialize over coffee while they wait for the meal.

Guided by their motto of: Hospitality, Mutuality, and Transformation, Face to Face believes that each guest is the equal of each staff member and volunteer





Foot Locker
THE GIVEBACK



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. **DELIVERY VEHICLE** – delivery vehicle customized with “THE GIVEBACK” branding that was used for transportation, delivery of sneakers to Giveback locations, and additional brand visibility
5. **PRE-PACKAGED HOT MEALS** – InHouse sourced 125 hot, pre-packaged meals to be served for this Giveback. The meals were cooked by Black and female led caterer, Details by Ms. Dawn.
6. **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



DELIVERY VEHICLE



PRE-PACKAGED HOT MEALS



CONTENT CAPTURE TEAM



Foot Locker.

Foot Locker.

THE GIVEBACK

Foot Locker

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