

Foot Locker.
#WHM2021

WOMEN'S HISTORY MONTH 2021 CONTENT SHOOT

MARCH 2021



ACTIVATION MARKETS

NEW YORK, NY
PHILADELPHIA, PA
MIAMI, FL



OVERVIEW



InHouse designed and produced a series of curated content packages centered around established and aspiring female creators as part of the Foot Locker Women's History Month 2021 program. The shoot was focused on women from various industries and included an exclusive interview on each woman's perspectives on their personal career.

The Foot Locker Women's History Month Content Shoot took place in the New York, Philadelphia, and Miami markets driving awareness to Women's History Month. The shoot incorporated product from adidas, Nike, and Puma. The Nike content aligned with Air Max Day, allowing the talent to speak on their love of the iconic shoe and its various silhouettes and endless colorways.

InHouse produced seven videos and a digital photo pack for Foot Locker to share throughout Women's History Month. The video spots were delivered in 4x5 to be shared as an Instagram native post. Additional story reels and photo were delivered as part of the media package. InHouse worked closely with Foot Locker's East Coast Marketing Director, Anthony "Munch" Steele as well as the Foot Locker Women's team to select the influencer team for the Women's History Month content shoot.

All creative design and production was managed by InHouse.





CREATIVE & DESIGN CONCEPTS

1. **CONTENT SHOOT** – coordinated a stylized photo and video shoot campaign around The Foot Locker Women’s History Month 2021 programming.
2. **INFLUENCER ACQUISITION & MANAGEMENT** – managed the selection of influencers, rate negotiations, and all logistics and production elements for the Women’s History Month 2021 Content Shoot. The influencer team was selected based on each influencer’s ties to the New York, Philadelphia, and Miami markets to help drive awareness to Women’s History Month.
3. **CURATED CONTENT CREATION** –created (7) native video posts for Instagram, with background score and voice over, as well as edited images of each key influencer. All content was delivered to Foot Locker’s management team within 72 hours of the shoot.
4. **SOCIAL MEDIA ASSET CREATION** – provided supplemental branded Instagram square and story assets of each influencer to be posted by the brand as additional content.



INFLUENCER TEAM - ADIDAS



@keishasparkle

5,553 followers



KEISHA SPARKLE



Image is clickable and will redirect viewer to the video piece

Keisha Sparkle is a dance choreographer and the founder of K.E.Y.S. (Keep Evolving Your Style). K.E.Y.S. is the premiere brand for dance and fashion combined. Creator, Keisha Hughes, aims to provide a fashion forward outlet for dancers in a time where both industries' are not only accelerating, but also are seamlessly intertwined in social media and advertisement across the world.

K.E.Y.S. by Keisha is steadily becoming the go-to source for inspiration and all things dancer-friendly in the fashion world; it also welcomes designers to be inspired by dancers and the talents they have to offer.

Becoming a one stop shop for creative direction, performance based classes, choreography and more, K.E.Y.S. by Keisha aspires to create a platform where both fashion and dance can be showcased in new and innovative ways. As a professional dancer herself, Keisha realized the importance of creating your own personal style on and off the job and how dancers have the power to inspire the labels that they love to wear.



ENGAGEMENT

keishasparkle
Jamaica Queens New York

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@keishasparkle

Liked by inhousesdesignny and 371 others

keishasparkle Women's History Month but make it personal
♥️ this hit home for me... more

View all 73 comments

inhousesdesignny Earned

nyemiahsupreme Yes post it ! Manifest !

4 days ago

keishasparkle
Queens, New York

Foot Locker
BECAUSE MAKERS.

791 views · Liked by calligrafist and actuallyifeoma

keishasparkle Let's end Women's History Month off in a major way 🙌🏻 I booked my first campaign y'all ♥️ this dream has been on my wall for quite some time... more

View all 264 comments

alfonsecafilms 🙌🏻🙌🏻🙌🏻 it was pleasure bringina this to

keishasparkle
Queens, New York

Liked by calligrafist and 211 others

keishasparkle Yes I still look like I'm 18 😂 lol
BTS magic ♥️🌟 ... more

View all 14 comments



ADDITIONAL TALENT



@itscammillej
5,642 followers



@fefebaze
2,619 followers



@arden_rey
2,568 followers



@actuallyifeoma
2,838 followers





INFLUENCER TEAM - NIKE



@djstephcakes
42.9k followers



@nylasymoneee
39.9k followers



@imsimplyb
31.9k followers



@killsing
5,539 followers



DJ STEPH CAKES



Image is clickable and will redirect viewer to the video piece

Born and raised in Yonkers, NY, Steph Cakes has always had an affinity for music. Her dreams of becoming an entertainer lead her to assisting and studying under radio legend, Angie Martinez. This exposed her to an untapped skill that would soon take her all over the world, DJing.

Earning prime-time slots on Power 105.1, DJ Steph Cakes found herself spinning alongside some of the greatest DJs in the east coast.

In her tenure as a DJ, she has deejayed for the Wendy Williams Show, opened up for Meek Mill's "Motivation Tour", and more recently concluded a 16-city tour in 2020 with J.I. the Prince of NY.



ENGAGEMENT

Instagram post by **djstephcakes**. The image shows a woman sitting on a black Foot Locker box, surrounded by several pairs of sneakers. The background is yellow. Text overlay: "Foot Locker #WHM2021". A small "djstephcakes" watermark is in the bottom right of the image.

Engagement: Liked by **djiuicy** and 727 others. Caption: **djstephcakes** #NationalAirMaxDay @footlockernyc #WHM2021. View all 39 comments. **footlockernyc** 🔥🔥🔥 **djspinking** 🔥🔥🔥 6 days ago.

Instagram post by **djstephcakes** (Yonkers, New York). The image shows a woman sitting on a red tufted chair, surrounded by several pairs of sneakers. The background is white. Text overlay: "0:58". A small "djstephcakes" watermark is in the bottom right of the image.

Engagement: 5,504 views · Liked by **djiuicy** and **mcmxjd**. Caption: **djstephcakes** Happy AirMax day !! S/O to @footlockernyc 🧯 what are ya wearing today?! #WHM2021 🗣️ @kristinajmedia ❤️. View all 170 comments.

Instagram post by **djstephcakes**. The image shows a woman sitting on a black Foot Locker box, surrounded by several pairs of sneakers. The background is yellow. Text overlay: "Foot Locker #WHM2021". A small "djstephcakes" watermark is in the bottom right of the image.

Engagement: Liked by **djiuicy** and 727 others. Caption: **djstephcakes** #NationalAirMaxDay @footlockernyc #WHM2021. View all 39 comments. **footlockernyc** 🔥🔥🔥 **djspinking** 🔥🔥🔥 6 days ago.



DJ NYLA SYMONE



At 23, Nyla Symone became the youngest media personality and DJ at Power 105.1, New York's #1 radio station for Hip-Hop & R&B. She has learned from everyone from the legendary Angie Martinez to The Breakfast Club's Charlamagne Tha God.

Although she has achieved such great success, it is only a testament to her relentless work ethic and networking skills. Nyla's path to where she is now is exciting.

During her time in college, she started in the industry by working at the college radio station and created her own blog called The Vibe. She then transitioned to working with The Kocturnal and then The Source.

Nyla Symone has never missed an opportunity to learn and network. Naturally, when Angie Martinez came to St. Johns to speak during her book tour, she was present front and center. After sharing her admiration for Angie's work, she mentioned her aspirations to do something similar in the future to no immediate avail. Then shortly after Nyla was surprised with a call to become an intern at Power 1051 for the Angie Martinez Show.

Image is clickable and will redirect viewer to the video piece



ENGAGEMENT

nylasymoneee

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1/3

Liked by osbaldo_nyc_199x and 802 others
nylasymoneee @footlockernyc #nationalairmaxday
View all 42 comments
jalensantoy 🍑🍑🍑
djspinking That's how u do it!
6 days ago

nylasymoneee
New York, New York

Foot Locker

1,995 views · Liked by osbaldo_nyc_199x and calligrafist
nylasymoneee Aye! Happy #NationalAirMaxDay I remember in high school I used to work at footlocker after school & I could never save money because all the bread I made... more
View all 135 comments

nylasymoneee

Foot Locker
#WHM2021

@nylasymoneee

Liked by osbaldo_nyc_199x and 802 others
nylasymoneee @footlockernyc #nationalairmaxday
View all 42 comments
jalensantoy 🍑🍑🍑
djspinking That's how u do it!
6 days ago



SIMPLY B



Local Miami sneaker influencer, Simply B also has her own clothing line ranging from t shirts to customized sneakers. Simply B has a large following in the sneaker world and continues to stay relevant today.

Image is clickable and will redirect viewer to the video piece



ENGAGEMENT



KILL SING



Philly native, Kill Sing does it all. Currently a senior at Temple University, Kill balances her time between school and work. When she is not attending to her studies, she's either DJing or looking for her next sneaker purchase.

Image is clickable and will redirect viewer to the video piece





Foot Locker

305

305

NIKE

NIKE

NI AIR MAX BY DO DR
9
SELECTED
SHOES: 101

JUST DO IT

NIKE

NIKE



INFLUENCER TEAM - PUMA



@swaggysie
32k followers



@lifewithjrdn
4,537 followers



SWAGGY SIE



Born and raised in Brooklyn, NY, Sienna “Swaggy Sie” Garraway has not only taken the industry by storm, but has also cemented herself as one of the most notable and illustrious digital content creators and multimedia personalities resonating nationwide.

With just under 10-years in the music industry, Swaggy Sie has managed to not only grab the attention of celebrities and artists across the country—having scored stream-worthy interviews with some of the music games heavyweights such as Cardi B, Bobby Shmurda, Megan Thee Stallion and the late Pop Smoke—but has also found herself through passions in other realms such as Fashion and Lifestyle, where she has truly tapped into who she is behind her SiriusXM mic.

Swaggy Sie’s work ethic resides where her New York City grit and hustle meets the Hollywood glitz and glam—making her one of NYC’s most relatable and culturally infused personalities in the industry. The talented mentee turned master in her craft has honed in her boss like skills by working with the best of the best—having gained major co-signs and experience from broadcast media legends, Sway Calloway and Angie Martinez honing in on what it truly means to be an exceptional radio host. Swaggy Sie has transcended her personality from behind the mic to the center stage of it all, becoming America’s ‘Swaggiest’ multimedia personality in the game.

Image is clickable and will redirect viewer to the video piece



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JOURDAN ASH



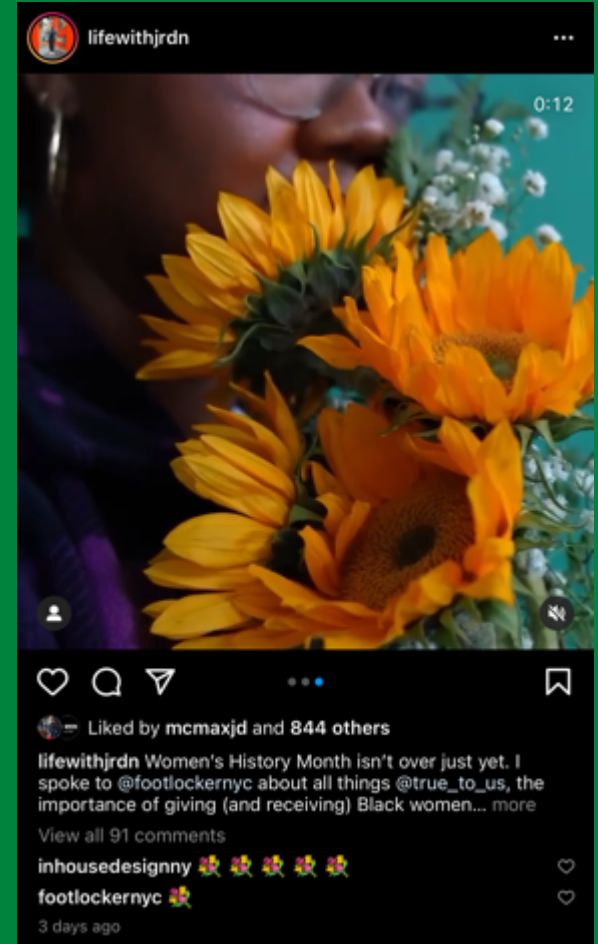
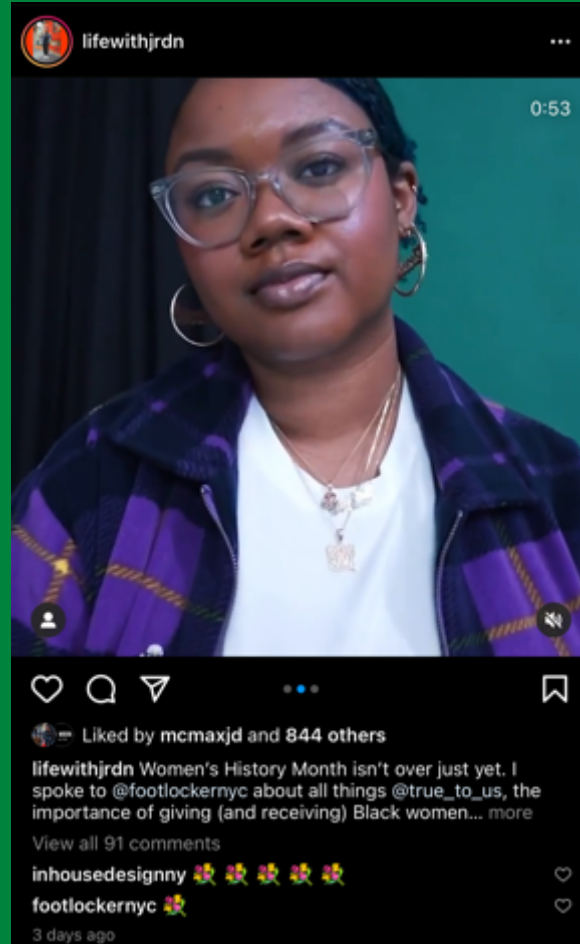
Image is clickable and will redirect viewer to the video piece

Influenced by her passion for Hip-Hop, the culture, and social media, Jourdan is an organized, creative, goal-driven writer. Hailing from Harlem, New York and growing up in a musical household helped her to develop an eclectic taste in all forms of music and art.

Jourdan is also the founder of True To Us, a platform for Black and Brown women looking to be seen and heard in the sneaker and streetwear industry.



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