

Foot Locker

THE BIG BROOKLYN GIVEBACK

04.24.21



ACTIVATION MARKET

BROOKLYN, NY





Foot Locker.

Foot Locker



OVERVIEW



InHouse designed and produced The Big Brooklyn Giveback, a sneaker giveback program for Foot Locker on April 24th. InHouse selected Camp Friendship in Brooklyn, a local nonprofit focused on underserved youth to be the supporting partner of The Big Brooklyn Giveback.

Along with Camp Friendship and to highlight the local community, InHouse also selected Pretty Lou to be the host of the activation. Lou was a former member of Camp Friendship in his youth and continues to contribute to this organization to this day. Continuing the brand's support of Black owned businesses, Mikey Likes it and Cuts & Slices were also onsite to provide pizza & ice cream to the children of the community.

InHouse was able to distribute 100 pair of sneakers to the youth and members of Camp Friendship via this activation.

All design & production was managed by InHouse.



SUPPORTING PARTNERS



CAMP FRIENDSHIP



Camp Friendship (CF) began in 1973 as a committee of concerned neighbors working to raise funds to send children in need to summer camp. CF has evolved into a distinguished and vital community institution.

The programs that CF currently offers have developed from the organization's mission to anticipate and provide for young people's needs as they face the challenges of growing into adulthood within an urban community, in a rapidly changing world.



PRETTY LOU



Known to the entertainment world as the Hottest Host in NYC “PRETTY LOU” has consistently dominated the New York City nightclub scene as the hardest working #1 Club Host in the entertainment business, working alongside NYC’s biggest Radio Disc Jockey’s such as Power 105’s DJ Prostyle to HOT 97’s Heavy Hitter DJ Enuff to only name a few. His company Street Loyalty Entertainment Partnering with Fat Joe’s Terror Squad, has allowed Lou to develop a strong brand and has countless proven himself as a successful entrepreneur, marque promoter, and full-time philanthropist giving back his time with generosity through serving the unfortunate through multiple charities.



ENGAGEMENT

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prettylou11 Giving Back to My Neighborhood with @footlockernyc & @inhousesdesignny... more

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MIKEY LIKES IT



New York native Mikey Cole opened Mikey Likes It in 2013, and since then it's become a beloved homegrown ice cream shop with locations in Harlem and on the Lower East Side. Cole's ice cream recipe was inspired by his late aunt, and all his ice creams are made in small batches, using only all-natural ingredients.



CUTS & SLICES



Cuts and Slices is one of the few Black-owned pizzerias in NYC. Cuts and Slices is owned and operated by well known sneaker head, Randy McClaren aka McClaren Kicks. Cuts & Slices opened in February of 2018 and has a dedicated following of pizza lovers.





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CREATIVE & DESIGN CONCEPTS

1. **SNEAKER DISTRIBUTION STATION** – 10 x 10 branded pop-up tent, socially distanced station allowing for sneaker distribution. Brand Ambassadors managed the station, timing, and sanitization in between usage.
2. **SNEAKER BOXES** – produced branded Foot Locker sneaker boxes that featured the social media handle for @footlockernyc.
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. **SOCIAL DISTANCING SIGNAGE & PPE** – designed and created social distancing signage to ensure that all guests and staff adhered to current safety guidelines. This signage was inclusive of branded Foot Locker tents, flags, and signs to be used at each Giveback.
5. **DELIVERY VEHICLE** – delivery vehicle customized with “THE GIVEBACK” branding that was used for transportation, delivery of sneakers to Giveback locations, and additional brand visibility
6. **DJ BOOTH & AUDIO** – DJ Booth and all necessary audio. DJ Booth was outfitted with Foot Locker, “Because Sneakers” branding.
7. **BASKETBALL EXPERIENCE** – designed and produced a Foot Locker branded basketball hoop. Guests were provided with a branded basketball to shoot at the activation. If they made their shot, they were allowed to select a pair of sneakers from the “Heat Box”. InHouse designed and produced 100 basketballs outfitted with Foot Locker branding. After shooting the ball, each child was allowed to take their ball home to ensure that no other guests came into contact with their ball.
8. **FOOD & BEVERAGE** - continuing the Brand's commitment to Black and Brown businesses, Mikey Likes It ice cream was on site for the activations providing ice cream to the kids. Pizza was provided by Cuts & Slices, a Black owned pizzeria based out of New York.
9. **TALENT ACQUISITION & MANAGEMENT** - InHouse selected the key influencer (Pretty Lou) negotiated rates, and coordinated all logistics.
10. **CONTENT CAPTURE TEAM** – dedicated photo & video team onsite for each sneaker Giveback. Inclusive of recap deck, video, & photos.





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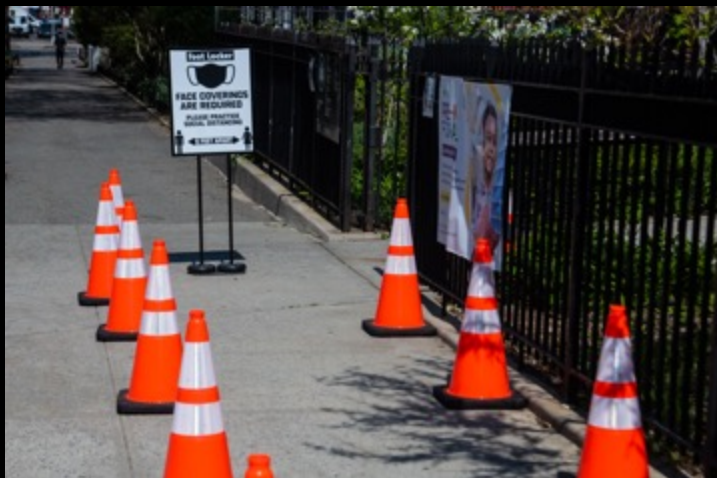
SNEAKER DISTRIBUTION STATION & SNEAKER BOXES



SANITIZATION STATION



SOCIAL DISTANCING SIGNAGE & PPE



DELIVERY VEHICLE



DJ BOOTH & AUDIO



BASKETBALL EXPERIENCE



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