

kids Foot Locker.

EASTER WEEKEND

04.20.2019



ACTIVATION MARKETS

New York City

Philadelphia

Detroit

Chicago

Atlanta

Houston

Los Angeles



OVERVIEW



InHouse produced and managed a consumer experience to kickoff Kids Footlocker Easter Weekend 2019. This event took place at Footlocker in Times Square NYC store. Additional activation locations included Footlocker's Cedarbrook, 8 Mile Road, Chicago, Atlanta, Gulfgate Center Mall, and Lakewood Center store locations.

A DJ program was designed for Footlocker's multiple market activation. Each location featured a live DJ. Moreover, NYC had an MC, an interactive Easter Bunny, and photobooth to commemorate the Spring holiday weekend.

All design, production, and talent were managed by InHouse.





DJ ENTERTAINMENT

Live deejays led the Easter Weekend celebration with the hottest beats spinning on the turntables. The DJ roster included the following trending deejays:

New York	DJ Whutener + MC Marco
Cedarbrook	DJ Skip
Detroit	DJ Super Clark
Chicago	DJ Illest
Atlanta	DJ Teknology
Gulfgate Center Mall	DJ Ebonix
Lakewood Center	DJ Axaymusic



INTERACTIVE EVENT HOST

Celebrity Event Host, Marco Glorious was onsite in NYC to engage with consumers and ensure the event was filled with high energy.





INTERACTIVE KIDS ENTERTAINMENT

The Easter Bunny was also onsite meet and greet consumers who visited the store. The bunny took pictures with consumers and distributed exclusive Footlocker Easter eggs to VIP Loyalty members.



MORE FUN WITH THE FOOTLOCKER EASTER BUNNY



INTERACTIVE SOCIAL PHOTOGRAPHER

Consumers had the opportunity to snap pictures with our proprietary social photography camera and instantly text it to themselves. Pictures were branded with the Kids Footlocker logo.



SAMPLE INTERACTIVE SOCIAL SNAPSHOTS





CONTACT US

Arun Datta & Sharad Bhavnani

Lead Producers

arun@inhouse.design

sharad@inhouse.design

InHouse

11 Michael Avenue

Farmingdale, NY 11735

516.496.2217

@inhousedesignny

