

# Kids Foot Locker

KIDS FOOT LOCKER WASHINGTON HEIGHTS

08.18.2019



# ACTIVATION MARKETS

New York City



# OVERVIEW



InHouse produced a consumer experience to launch the grand opening of Kids Foot Locker. This event took place at Footlocker's newest store in Washington Heights, New York City, and was focused on Nike's Evolution of Swoosh theme.

The retail space was turned into an interactive event for consumers giving kids the opportunity to capture photos on a Nike throne, learn the basics of deejaying, create art on giveaway shirts, play basketball, and enjoy custom food and beverages. All interactive stations were designed to include the Kids Foot Locker branding and designated Brand Ambassadors to assist with the activities.

This consumer experience included top level radio deejays – DJ Fattingaz, DJ Whatever, and DJ Ernza and Event Host Marco G.

It was surely an event that consumers will remember.



# KIDS FOOT LOCKER X NIKE THRONE SOCIAL PHOTOS

A wireless portable photo system was set up on the ground floor of the Foot Locker Washington Heights store. High quality snapshots were taken of consumers sitting on a Nike throne with a Foot Locker backdrop. Consumers could instantly text the photo to themselves as well as go home with a 4x6 print with Kids Foot Locker and "Da Heights" branding.



# INTERACTIVE BRANDED STATIONS

## 1. Evolution of the Scratch DJ Station

An exclusive station for a “scratch academy” taught by 3 top level radio deejays who served as instructors to personally train a group of students on the fundamentals of equipment, basic DJ techniques, and end with a freestyle session. The Scratch station included 3 designated DJ setups with each DJ providing a total of 6 half hour scratch sessions to 5 students per session.

## 2. Evolution of the Swoosh Art Station

An art station giving kids a place to use their imagination to create their interpretation of the Nike Swoosh script design. Inclusive of a Host, 3 Brand Ambassadors to motivate kids and provide them with a blank tshirt, assorted fabric markers, and a Nike Swoosh reference picture on an easel.

## 3. Pop-a-shot Basketball Hoops Station

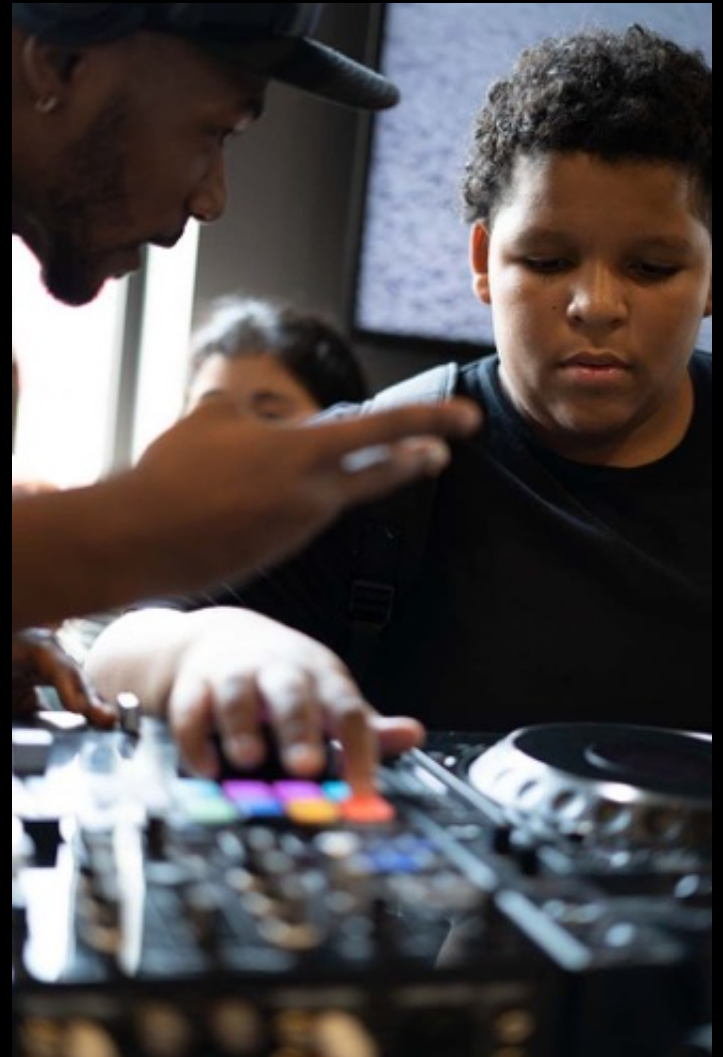
Quadruple branded pop-a-shot basketball hoops were brought to Kids Foot Locker store in Washington Heights to make it a fun experience for consumers and create energy around basketball. The pop-a-shot unit was customized with large format printing to include the Kids Foot Locker x Washington Heights branding. Consumers were tasked to score at the pop-a-shot station for a chance to win a prize awarded by the store.

## 4. Food & Beverage Station

Inclusive of a Brand Ambassador at the station helping to serve Swoosh branded cookies and assorted beverages.



# EVOLUTION OF SCRATCH DJ STATION





# EVOLUTION OF SWOOSH ART STATION



# EVOLUTION OF SWOOSH ART STATION





# POP-A-SHOT BASKETBALL HOOP





Kids  
Foot  
Locker

# WASH HTS HOOPS

PLAYER 1      PLAYER 2      PLAYER 3



# FOOD & BEVERAGE STATION



JORDAN

Nike+Plus  
ShoeCare



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