

# LEGENDS

A NEW BALANCE ACTIVATION  
FOR THE 990v4

2 0 1 8

LEGENDS

N B 4

#Legends



**WHO :** New Balance

**WHAT :** North America New Balance 'LEGENDS' Activation

**LOCATION(S) :** New York City, NY @ New Balance Flagship  
San Francisco, CA @ New Balance Flagship  
Palo Alto, CA @ Shoe Palace  
Atlanta, GA @ Foot Locker  
Baltimore, MD @ Shoe City  
Washington DC @ Shoe City  
Philadelphia, PA @ Kicks USA

**DATE :** Saturday, April 14<sup>th</sup>, 2018



## OBJECTIVES :

To fully produce and execute a SEVEN city retail pop-up activation across North America, while working + managing seven different partnering retail teams for the celebration of the limited release of the 990v4 model.

Production + Execution of this activation was inclusive of :

- Construction of the temporary retail spaces (containers)
- Customization of the containers, including specialized LED strip lighting, free floating frame installation + New Balance specific Pantone grey finish
- Complete branding of the exterior + interior of the containers
- All transportation logistics of the containers to their respective cities
- Day of logistics while working with the respective retailers for each of the seven cities
- 24 surveillance + security on the containers starting from 4/12 until the end of the activation on 4/14
- Event manager and activation staff placement
- Entertainment placement inclusive of DJs and audio installation
- Customization Stations within the retail locations allowing customers to create a bespoke pair of 990's
- Liaison of all logistics between the New Balance and each of the participating retailers
- Recap Photography + Videography
- Ensuring the customers were educated on the history of the 990 and while telling the story
- Providing a premium consumer experience on the activation day
- 40 day turn-around window

# Record The Most Firsts



These "balance" sneakers  
of athletic shoe history  
two decades. We were pioneer  
parent materials, support and  
and midsole design while the  
competition were still making  
As a result, many of the  
turns have become industry  
Like the Extended saddle, the  
Cortiz Devotee™, non-aerated  
in tennis shoes. The wear and  
walking shoes. The padded  
Collar in basketball shoes.  
The hot road like a  
athletic shoes.



Then there are the  
Balance shoe was  
caught up with. Like offering  
variety of width, fabric  
and "made in USA" options  
to customers. In addition,  
lets the customer  
When you buy a pair  
that had so many  
you'll want to  
the shoe  
to live

new balance

## LEGEND

In the 80s,  
rock videos had  
a profound effect  
on movies,  
music,  
advertising,  
television,  
fashion,  
journalism,  
politics,  
and  
athletic shoes.  
But not  
all of them.

In a scale of 1000  
this shoe is a 990.

1000 is a scale of  
1000 and 1000 is a 1000.

# Runner aren't



## COMPS Recommended



runners who seek a stable, but for-  
giving training shoe. Three different  
foams in the sole unit—an EVA  
foam, high density EVA wedge  
and Molybdenum—combine to  
provide the most cushioned run-  
ning shoe on the road today.  
More than three years  
in the making, the NB 990 is the  
technologically advanced run-  
ning shoe on the market today. NO  
training shoe ever built offers  
you the most sophisticated  
combination of performance,  
and lasting comfort—achieved with-  
out a radical change in the  
design. NB 990 is a shoe  
that's made for the road.  
NB 990 is a shoe  
that's made for the road.  
NB 990 is a shoe  
that's made for the road.

## 990



new balance

# normal

# r Track Recc s The Most

A New Balance innovation, the padded insole offers the  
unprecedented level of cushioning.

WE'VE MADE  
A SHOE THAT'S  
NORMAL.  
It's a shoe that's  
made for the road.  
It's a shoe that's  
made for the road.  
It's a shoe that's  
made for the road.



In 1982,  
the 990  
became  
the first  
\$100  
running  
sneaker.

## PALO ALTO

**LOCATION :** SHOE PALACE – 451 UNIVERSITY AVE, PALO ALTO, CA

**DAY 1 :** THE CONTAINER WAS DROPPED NEXT TO SHOE PALACE ON THE MORNING OF APRIL 12<sup>TH</sup> TO SPARK CURIOSITY AMONGST BOTH LOYAL SHOE PALACE CONSUMERS AND THE SNEAKER COMMUNITY.

**DAY 2 :** THE MYSTIQUE OF THE CONTAINER BUILDS. SOCIAL MEDIA AND BLOG POSTS BEGIN.

**DAY 3 :** ACTIVATION DAY! CUSTOMERS START TO LINE UP FOR THE RELEASE TO DROP + THE CONTAINER TO OPEN. ANTICIPATION OF THE INTERIOR OF THE CONTAINER HEIGHTENS.

**WE'RE LIVE!** THE CONTAINER OPENS AT 10AM, ENTERTAINMENT STARTS, CUSTOMIZATION STATION OPENS, FOOD + BEVERAGE ARE SERVED + THE FIRST PURCHASE IS MADE.

\*All pairs sold out by 7pm.



## New York City

**LOCATION :** NEW BALANCE FLAGSHIP— 150 5<sup>TH</sup> AVE, NEW YORK, NY

**DAY 1 :** THE CONTAINER WAS DROPPED OUTSIDE OF NEW BALANCE FLAGSHIP ON THE MORNING OF APRIL 12<sup>TH</sup> TO SPARK CURIOSITY AMONGST BOTH LOYAL NEW BALANCE CONSUMERS AND WITHIN THE SNEAKER COMMUNITY.

**DAY 2 :** THE MYSTIQUE OF THE CONTAINER BUILDS. SOCIAL MEDIA AND BLOG POSTS BEGIN.

**DAY 3 :** ACTIVATION DAY! CUSTOMERS START TO LINE UP FOR THE RELEASE TO DROP + THE CONTAINER TO OPEN. ANTICIPATION OF THE INTERIOR OF THE CONTAINER HEIGHTENS.

**WE'RE LIVE! THE CONTAINER OPENS AT 10AM, ENTERTAINMENT STARTS, BREAKFAST IS HANDED OUT TO ALL CONSUMERS IN LINE + THE FIRST PURCHASE IS MADE.**

**\*All pairs sold out by 11:30am.**



## San Francisco

**LOCATION :** NEW BALANCE FLAGSHIP – 856 MARKET ST, SAN FRANCISCO, CA

**DAY 1 :** THE CONTAINER WAS DROPPED IN THE CENTER OF THE YERBA BUENA LANE PLAZA ON THE MORNING OF APRIL 12<sup>TH</sup> TO SPARK CURIOSITY AMONGST BOTH THE LOYAL NEW BALANCE CONSUMER AND WITHIN THE SNEAKER COMMUNITY.

**DAY 2 :** THE MYSTIQUE OF THE CONTAINER BUILDS. SOCIAL MEDIA AND BLOG POSTS BEGIN.

**DAY 3 :** ACTIVATION DAY! CUSTOMERS START TO LINE UP FOR THE RELEASE TO DROP + THE CONTAINER TO OPEN. ANTICIPATION OF THE INTERIOR OF THE CONTAINER HEIGHTENS.

WE'RE LIVE! THE CONTAINER OPENS AT 10AM, ENTERTAINMENT STARTS, GUESTS ENTER THE CONTAINER + THE FIRST PURCHASE IS MADE.

\*All pairs sold out by 7pm.



**SHOE CITY**

## Washington DC

**LOCATION :** SHOE CITY – 1060 BRENTWOOD RD NE, WASHINGTON DC

**DAY 1 :** THE CONTAINER WAS DROPPED DIRECTLY ON THE SIDEWALK OUTSIDE OF THE SHOE CITY RETAIL STORE ON THE MORNING OF APRIL 12<sup>TH</sup> TO SPARK CURIOSITY AMONGST BOTH THE LOYAL SHOE CITY CONSUMERS AND WITHIN THE SNEAKER COMMUNITY.

**DAY 2 :** THE MYSTIQUE OF THE CONTAINER BUILDS. SOCIAL MEDIA AND BLOG POSTS BEGIN.

**DAY 3 :** ACTIVATION DAY! CUSTOMERS START TO LINE UP FOR THE RELEASE TO DROP + THE CONTAINER TO OPEN. ANTICIPATION OF THE INTERIOR OF THE CONTAINER HEIGHTENS.

WE'RE LIVE! THE CONTAINER OPENS AT 10AM, ENTERTAINMENT STARTS, CUSTOMIZATION STATION OPENS + FIRST PURCHASE IS MADE.

\*All pairs sold out by 11am.



## Baltimore

**LOCATION :** SHOE CITY – 6901 SECURITY BLVD, WINDSOR, MD

**DAY 1 :** THE CONTAINER WAS DROPPED OUTSIDE OF THE SECURITY SQUARE MALL ON THE MORNING OF APRIL 12<sup>TH</sup> TO SPARK CURIOSITY AMONGST BOTH THE LOYAL SHOE CITY CONSUMERS AND WITHIN THE SNEAKER COMMUNITY.

**DAY 2 :** THE MYSTIQUE OF THE CONTAINER BUILDS. SOCIAL MEDIA AND BLOG POSTS BEGIN.

**DAY 3 :** ACTIVATION DAY! CUSTOMERS START TO LINE UP FOR THE RELEASE TO DROP + THE CONTAINER TO OPEN. ANTICIPATION OF THE INTERIOR OF THE CONTAINER HEIGHTENS.

**WE'RE LIVE!** THE CONTAINER OPENS AT 10AM, ENTERTAINMENT STARTS + THE FIRST PURCHASE IS MADE.

\*All pairs sold out by 12pm.



## Philadelphia

**LOCATION :** KICKS USA – 2339 COTTMAN AVE, PHILADELPHIA, PA

**DAY 1 :** THE CONTAINER WAS DROPPED IN THE PARKING LOT OF ROOSEVELT MALL ON THE MORNING OF APRIL 12<sup>TH</sup> TO SPARK CURIOSITY AMONGST BOTH THE LOYAL KICKS USA CONSUMERS AND WITHIN THE SNEAKER COMMUNITY.

**DAY 2 :** THE MYSTIQUE OF THE CONTAINER BUILDS. SOCIAL MEDIA AND BLOG POSTS BEGIN.

**DAY 3 :** ACTIVATION DAY! CUSTOMERS START TO LINE UP FOR THE RELEASE TO DROP + THE CONTAINER TO OPEN. ANTICIPATION OF THE INTERIOR OF THE CONTAINER HEIGHTENS.

WE'RE LIVE! THE CONTAINER OPENS AT 9AM, ENTERTAINMENT STARTS, RECORDING BOOTH ACTIVATES, BREAKFAST HANDED OUT TO EVERYONE IN LINE + THE FIRST PURCHASE IS MADE.

\*All pairs sold out by 10:30am.



## Atlanta

**LOCATION :** FOOT LOCKER – 3393 PEACHTREE RD, ATLANTA, GA

**DAY 1 :** IN-STORE CUSTOMIZATION STATION + DJ BOOTH SET UP CREATING CURIOSITY OF THE LEGENDS RELEASE. SOCIAL MEDIA AND BLOG POSTS BEGIN.

**DAY 2 :** ACTIVATION DAY! CUSTOMERS START TO LINE UP FOR RELEASE TO DROP + THE STORE TO OPEN. ANTICIPATION OF THE CUSTOMIZATION STATION HEIGHTENS AS THE CUSTOMERS PEEK THROUGH THE STORE WINDOWS.

**WE'RE LIVE!** THE STORE OPENS AT 10AM, ENTERTAINMENT STARTS, CUSTOMIZATION STATION OPENS + THE FIRST PURCHASE IS MADE.

*\*All pairs sold out by 7pm.*

## CUSTOMIZATION STATIONS

LOCATIONS : Palo Alto, Washington DC, + Atlanta

OVERVIEW : New Balance wanted to create a hands-on experience for their customers who supported the release of the 990 by allowing them to personalize their purchased pairs. Consumers had the opportunity to choose from 7 different variations of the "N" logo To customize on the side panels, 3 options for the tongue tab and 4 different color way choices for the lace locks + hangtags.

990

LEGENDS



Pick a logo style



Pick a tongue tab



Pick an accessory



990

LEGGINGS

Pick A Logo Style



Pick A Tongue Tab



Pick An Accessory



CUSTOMIZATION STATION



CUSTOMIZATION STATION



990

1982

In the spring of 1982, Nike introduced the Air Max 1, the first sneaker with a visible air cushion. The Air Max 1 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion. The Air Max 1 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion.



990 / 1

1998

The Air Max 270 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion. The Air Max 270 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion.



990 / 2

2001

The Air Max 272 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion. The Air Max 272 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion.



991

2006

The Air Max 275 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion. The Air Max 275 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion.



992

2010

The Air Max 278 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion. The Air Max 278 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion.



993

2014

The Air Max 279 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion. The Air Max 279 was a revolutionary concept at the time, as it was the first sneaker to have a visible air cushion.



994

Running  
parents  
way



**THANK YOU**



**AN INHOUSE PRODUCTION**