

Foot Locker

Foot Locker NYC | On Running at Untamed Studios

HOSTED BY FOOT LOCKER NYC



GOAL

CURATE A WELLNESS EXPERIENCE LED BY LOCAL COMMUNITY MEMBERS WHO ACTIVELY PROMOTE HEALTHY LIFESTYLE.

**WORKOUT FOR INVITED GUESTS FOLLOWED BY A POST WORKOUT HANGOUT
INCLUSIVE OF SEEDED ON RUNNING PRODUCT FOR ALL GUESTS.**

COMMUNITY

ACCESS

Foot Locker

UGC

AMPLIFY

GIVEBACK

SERVE



UGC

**CURATED A SELECT GROUP OF CONTENT
CREATORS WHO WERE TASKED WITH
CREATING UGC AROUND THE WORKOUT
EXPERIENCE AND POST WORKOUT
HANGOUT.**

NOT-FOOD
NOT-FOOD

Locker

York

COMMUNITY

AMPLIFIED OUR CONNECTION TO THE LOCAL COMMUNITY BY PARTNERING WITH A LOCAL CATERER:

1. THE HEALTHY KITCHEN (@thehealthykitchen_ny)



GIVEBACK

FURTHER DROVE CONNECTIVITY TO THE COMMUNITY BY HOSTING A HANGOUT FOR OUR INVITED GUESTS FOLLOWING THE WORKOUT.

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FOOT LOCKER | ON RUNNING AT UNTAMED STUDIOS:

- Hosted a private workout for 15 invited guests and influencers. Following the workout, guests were allowed to enjoy healthy refreshments and interact with one another.
- Foot Locker tapped in with local influencers to create user generated content around the workout experience. Influencers who participated in the workout included: Suaso, Curlella, Kristina J, & Len Boogs.
- Once the workout concluded, local caterer, The Healthy Kitchen NY began serving healthy smoothies to all guests.
- Each guest that participated in the workout received On Running product.

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CONTENT CAPTURED



LEAVE YOUR GYM BAGS



WELCOMES YOU TO
UNTAMED STUDIOS

HAVE A GREAT
WORKOUT!

Foot Locker
NYC



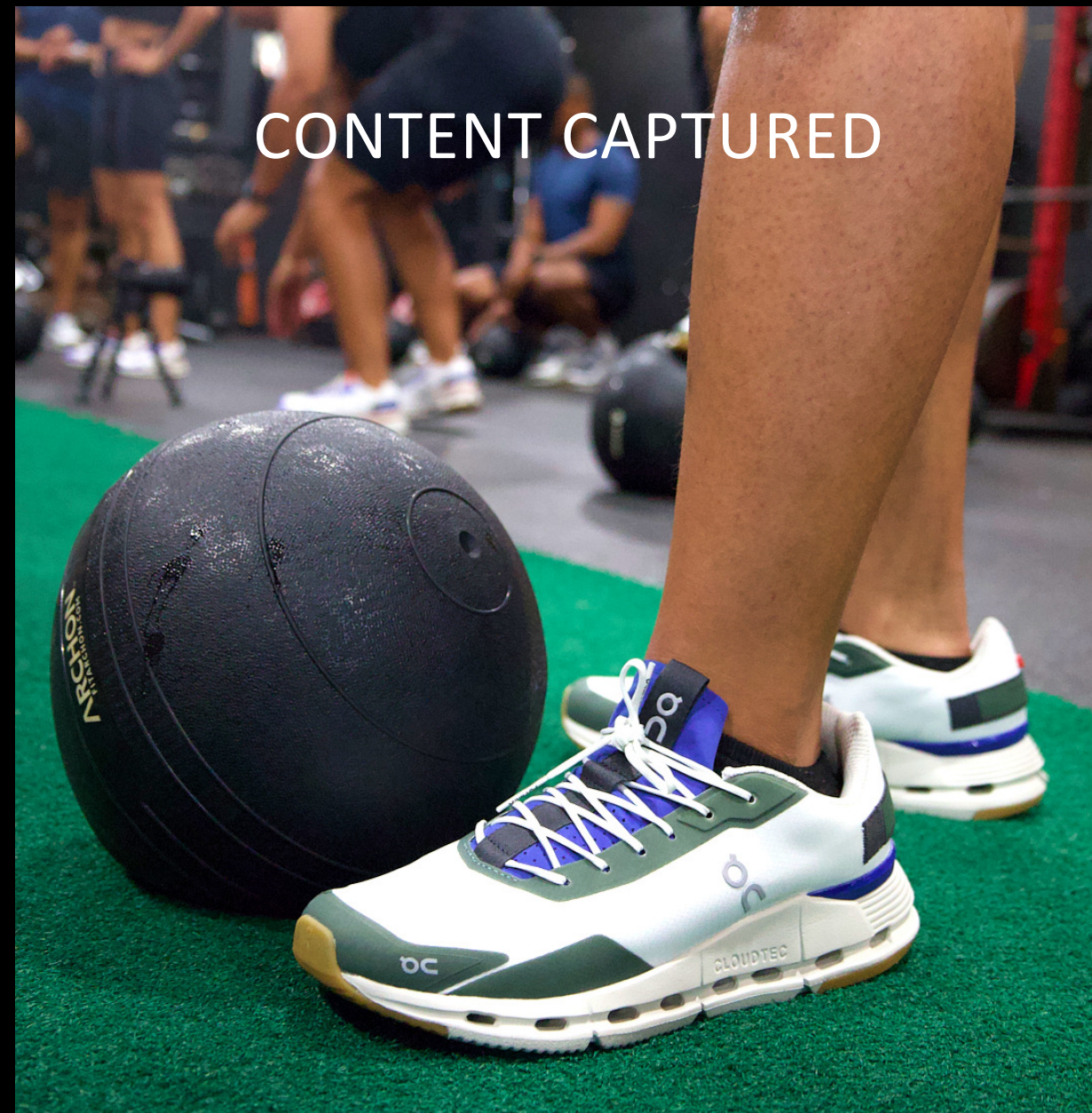
Foot Locker



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CONTENT CAPTURED





TALENT UGC – LEN BOOGS



TALENT UGC – CURLELLA





TIK TOK VIDEO



RECAP VIDEO



SALES

- BRIANNA TO INSERT

SOCIAL X PR PRESENCE

- BRIANNA TO INSERT

THANKS!

