

Foot Locker

THE GIVEBACK

08.13.2020 – 09.05.2020



OVERVIEW

Foot Locker

THE GIVEBACK

InHouse designed, produced, and executed Foot Locker's community driven givebacks across three different markets - New York City, Philadelphia, and Detroit. The first New York, "Giveback" occurred over a three day span starting on 8/13 in Washington Heights, 8/14 in Brooklyn, culminating with a final day in partnership with NYC Relief in both the Bronx and Harlem on 8/15. A second "Giveback" activation also took place at Dyckman Park on 8/30. Additional activation markets included Foot Locker Philadelphia's Cedarbrook and Detroit's 8 Mile Road retail locations.

"The Giveback" consisted of back to school backpacks filled with the necessities to kick off the new school year - a composition book, pencils, a folder, coloring sheets, and a kids face mask. As part of this activation, Foot Locker partnered with local vendors to distribute pre-packaged meals. All were delivered to strategic locations outlined by the Foot Locker team. InHouse managed the deliveries directly to the consumer from a branded Foot Locker Mercedes Benz sprinter van. In selected cities, a mobile barbershop van was onsite to give complimentary cuts.

All design, production, and local vendors were managed by InHouse.

[CHECK OUT VIDEO RECAP HERE](#)



ACTIVATION MARKETS

New York City

08.13, 08.14, 08.15, 08.30.2020

Philadelphia

09.05.2020

Detroit

08.20.2020





Kevin

Kids Foot Locker

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DESIGN CONCEPTS

1. **VAN CUSTOMIZATION** - inclusive of large format printing that was designed and installed with Foot Locker's "The Giveback" branding. The installation was built on the hood, driver side, passenger side, and rear of the van to ensure brand visibility.
2. **GIVEBACK STATION** - inclusive of 125 bags at each location for a total of 500 bags that were distributed to consumers. Items included paper towels, hand sanitizer, disposable gloves, branded Foot Locker masks, as well as bottled water and juice. 250 pre-packaged hot meals were also distributed at each New York location for a total of 750 hot meals distributed.
3. **BRANDED KID'S FOOT LOCKER BACKPACKS** - InHouse produced 2000 15-inch Foot Locker branded bookbags filled with back to school supplies including notebooks, pens, and a pencil box.
4. **SOCIAL DISTANCING PPE** - InHouse designed and created a contactless, Foot Locker branded Sanitization Station that functioned as a thermometer and sanitizer dispenser, allowing each guest to monitor their temperature and keep their hands clean at all times. Social distancing measures were strictly adhered by staff and consumers at each location via branded Foot Locker signage in all forms including tents, flags, and signs that were used at each activation location.



VAN CUSTOMIZATION



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GIVEBACK STATION



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BRANDED KIDS FOOT LOCKER BACKPACKS



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SOCIAL DISTANCING PPE



FOOT LOCKER SANITIZATION STATION





Foot Locker

THANK YOU

SANITIZE YOUR HANDS
AND CHECK YOUR
TEMPERATURE
FOR YOUR COOPERATION

#APPROVED

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LOCAL VENDORS

Foot Locker not only gives back to the community, but also supports local black owned businesses like Ms. Dawn's and Whimsicle as part of their activations.

Ms. Dawn's – A local caterer provided hot pre-packaged meals for the NYC Giveback occurring on 8/13 – 8/15.

Whimsicle Gourmet – A local vendor specializing in gourmet fruit pops who provided an assortment of fruit pops for the Philadelphia activation on 9/5.

NYC Relief – A nonprofit organization whose goal is to serve those struggling with homelessness by providing hope & essential resources





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