



P.O.D. SYSTEM



the athlete's foot



adidas

08/18/18 – P.O.D system activation
at The Athlete's Foot
in Pentagon City



/ FREE PHOTO BOOTH

FREE POPSICLES & WHIPPED CREAM

FREE INTERACTIVE PRINTING STATION

FREE STUBBAC

FREE STUBBAC

1100 S HAYES ST,
ARLINGTON, VA 22202

08.18.18
1-5PM

#PODSYSTEM

EVENT : P.O.D. System Celebration + Launch

WHO : adidas + The Athlete's Foot

LOCATION : The Fashion Centre at Pentagon City

DATE : August 18th, 2018

OBJECTIVE : To produce an intimate in-store product launch celebrating the release of the P.O.D. System sneakers recently released by adidas, while also celebrating this newly opened Athlete's Foot location in the DC area.

Adidas branded refreshments to keep guests hydrated throughout the experience.



Design + Production for this in-store experience consisted of the following elements :

- Local DJ and Radio DJ selection + placement.
- Local on-air personality + influencer placement.
- Interactive print experience allowing guests to design their very own adidas x The Athlete's Foot t-shirt.
- Procurement + design of graphics dedicated to this targeted market, in the DC area, to complete the in-store t-shirt customization station.
- Treats + Beverage Concept : adidas branded water bottles + organic fruit popsicles with staffing.
- Décor Elements inclusive of co-branded DJ Booth, adidas branded print station and adidas blue illuminated display stands for beverages.
- Mobile Photo Station : Allowing guests, staff, and customers to capture the experience anywhere they wanted inside of the store. *Texting capabilities were installed, allowing everyone to post immediately to social media.
- Giveaways : Six adidas branded over the ear headphones were given out to customers in store throughout the activation. Winners were picked based upon their social media interaction with adidas + TAF social hashtags.



Local influencer, Bacon Bear, + Radio DJ, DJ 5'9, kept the energy levels high all day!



Over 200 organic fruit popsicles were given out throughout the activation.

Interactive Print Experience.



The t-shirts had a custom graphic specifically for this market. The customers used this as their starting point. The guests then chose from 8 additional graphics to personally customize their shirt!



135 t-shirts were personally customized by guests and store customers.

In-store Giveaways.



The activation had organic social traffic traction as well as in-store social media interaction. Guests were encouraged to post while in store using the hashtags #PODSsystem + #TheAthletesFoot for their chance to win adidas headphones.



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the  athlete's foot



THANK YOU



AN INHOUSE PRODUCTION

/ FREESTYLE T-SHIRT PRINTING STATION
/ PHOTO BOOTH
/ WHIMSICAL T-SHIRTS BY WHIMSICLE

/ PHOTO BOOTH BY BACON BEAR

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