



adidas

P R E S E N T S

the  athlete's foot

A G R A N D O P E N I N G

THE OVERVIEW + GOAL

To celebrate the grand opening of The Athlete's Foot in the South Park Mall in North Carolina with adidas. Aiming to set the tone for the store in it's new location, this grand opening is to serve as an interactive + memorable in-store experience for all mall guests + consumers.



THE INVITE

WHO : Adidas x TAF

WHAT : A Grand Opening

WHERE : The Athlete's Foot in
South Park Mall, NC

WHEN : Saturday, June 30th and
Sunday, June 30th
from 1-6pm



CHOICE OF ACTIVATION



THE MAIN DETAIL
CUSTOMIZATION STATION with a GWP.

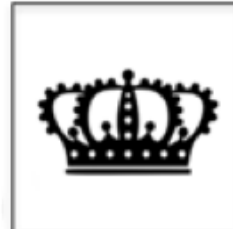
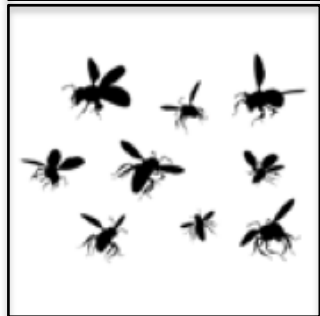
The customization station will consist of a pre-programmed customization printer gun allowing customers to add a personalized element to select adidas originals products.



FOUR FINAL
OPTIONS
FOR PRINTING
ON WHITE OR
HEATHER GREY
TSHIRTS.



THE MAIN DETAIL cont. . . .



GWP- Branded Towel

*Open to all customers purchasing adidas products.



ADDITIONAL OPTIONS TO ADD IN

[food + beverage = Juice Bar or Whimsicle Station]
[talent = DJ / Host or Influencer]



FOOD + BEVERAGE

While customers are shopping and/or waiting for their customized apparel, there will be plenty of branded refreshments for all.

In one section of the store, there will be a branded whimsicle (popsicle) station. There will also be beverages to be given away to guests.

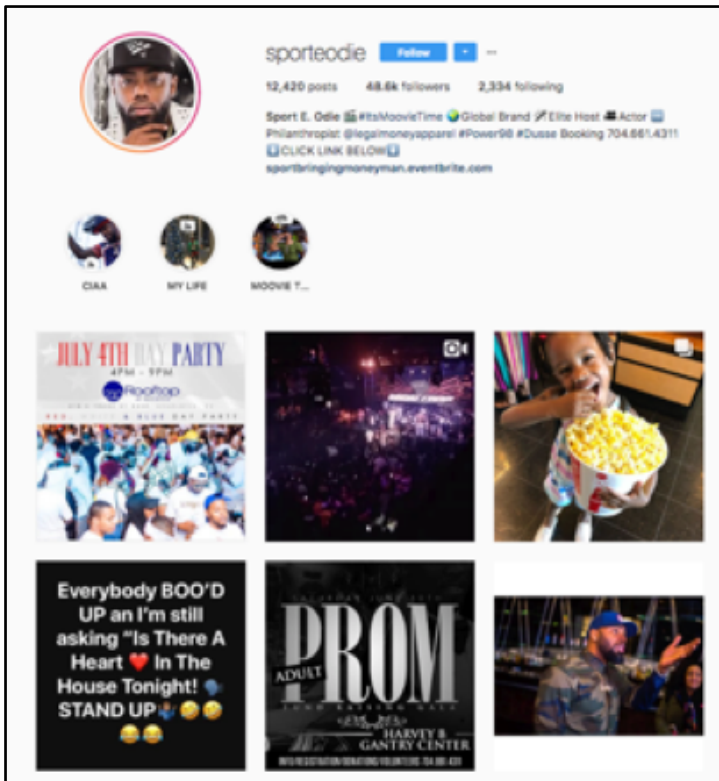
*The stations will have adidas and/or TAF branding.



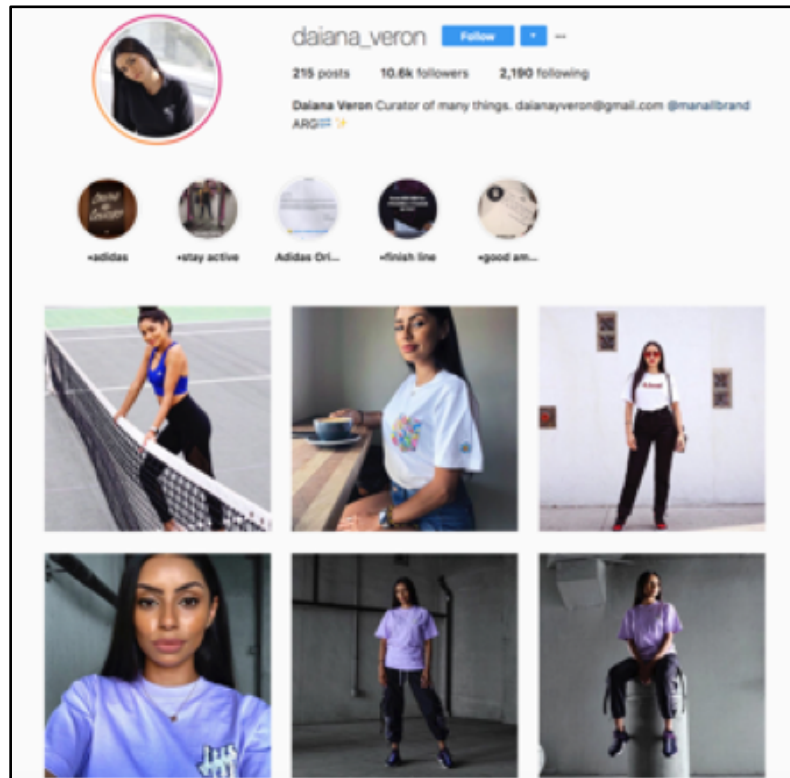
TALENT / INFLUENCER

One Radio DJ based in NC and one local influencer have been selected to celebrate the grand-opening of TAF's new location. The DJ + Influencer will host, interact, and welcome all guests to the store through casual conversation throughout the day.

*Radio DJ/Host (Saturday + Sunday)



*Influencer with local DJ (Saturday)



RECHARGE WITH ADIDAS

Everyone who spends the day at the mall could always use a little recharge. With that being said, guests will be able to recharge their mobile devices at the adidas branded charging station within the store.

And while their phones charge, the local adidas Field Agents will be on site to spark conversation. The field agents will be put into position to bring traffic into the store, keep the customers engaged and provide any insight to the guests on adidas products.



* Charging Station

* Lounge Area- charging station to be placed in the center and branded water bottles placed on all table surfaces in this area.



DELIVERABLES, BUDGET + TIMINGS

DELIVERABLES

- A 2-day celebration of The Athlete's Foot grand opening with a customization station for all adidas customers completed with a charging station and GWP's.

INCLUSIONS

- Radio DJ for both activation days, an Influencer appearance, Customization Station, Whimsicle (popsicle) Station, GWP's, (2) Day-of Managers, Staffing, Travel, Logistics and Photo + Video Recap.

TIMINGS

- Concept development + review - June 13th/14th
- Second review - June 19th/20th
- Grand opening - June 30th + July 1st



THANK YOU
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