

FOOT LOCKER

FOOT LOCKER IS A FORTUNE 500 CORPORATION EARNING BILLIONS OF DOLLARS ANNUALLY YET FACES LOW ENGAGEMENT AND DYING BRAND AWARENESS AS A RETAILER.

IN 2022, FOOT LOCKER LAUNCHES A CSR INITIATIVE FOR EDUCATION AND ECONOMIC OPPORTUNITIES IN AT-RISK COMMUNITIES, SIMULTANEOUSLY TESTING A NEW ROUTE TO INCREASE SALES VIA IN-STORE EXPERIENTIAL MARKETING, THAT'S WHERE THE FOUNDER OF MY WAY STEPPED IN TO HOST MEANINGFUL IN-STORE ACTIVATIONS.

"WE STARTED A NATIONAL CAMPAIGN IN THE LARGEST CITIES LIKE LA, SAN FRANCISCO, DALLAS, CHICAGO, DETROIT, ETC. FIRST, AND MOVING FOCUS MORE INLAND OVER TIME. FROM THE START, CHICAGO SUSTAINED HEAVY COMMUNITY INVOLVEMENT AND ACCOLADES FOR BEING THE MOST SUCCESSFUL CITY TO LAUNCH WITH THIS INITIATIVE.

OTHER PARTNERS CONTRIBUTED TO FOOT LOCKER'S SUCCESS AS WELL IN THIS WAY, BUT WE WERE ABLE TO PAVE THE PATH TO LEVERAGABLE DATA ON CONSUMER TRENDS, ECONOMIC VALUE, AND PROJECT OBJECTIVES."

OVER THE NEXT TWO YEARS FOOT LOCKER SPENDS OVER \$50M TO SUPPORT THEIR INITIATIVE AND TEST THIS THEORY. THE THEORY WORKED VERY WELL, JUST PERHAPS A BIT DIFFERENTLY THAN INTENDED.

MARY DILLON OF CHICAGO, NEWLY APPOINTED CEO FROM ULTA AT THE TIME, HAD ONE MISSION: GET MORE FOOT TRAFFIC THROUGH THE DOORS AND CONVERT IT INTO SALES. WHAT HAPPENED MAY SHOCK YOU ...

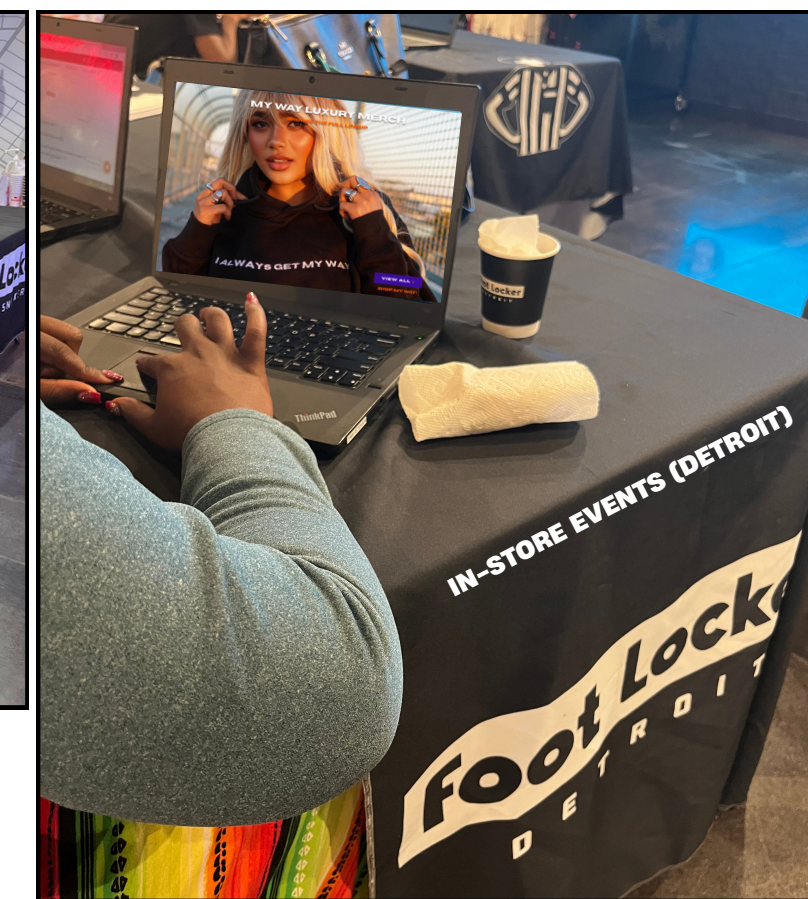
THIS WAS ALL PART OF THEIR LARGER PLAN TO GARNER PARTNERSHIPS WITH THEIR BEST BILLBOARDS: NBA PLAYERS. JUST A FEW YEARS AFTER LAUNCHING THIS CAMPAIGN, FOOTLOCKER PARTNERED WITH THE CHICAGO BULLS, AND SHORTLY AFTER, THE ENTIRE NBA.

OUR INITIAL CAMPAIGN WAS ULTIMATELY SUCCESSFUL IN DELIVERING REAL-TIME DATA TO SUPPORT A PIVOT INTO OTHER RETAIL STRATEGIES WITHIN 18 MONTHS.

NOW FOOT LOCKER IS FOCUSED ON CAPTURING LARGER BRAND COLLABORATIONS FOR GROWING BRAND AWARENESS AND CULTURAL RELEVANCE WHILE ALSO STILL LEVERAGING ALIGNED IN-STORE ACTIVATIONS LIKE NBA MEET AND GREET EVENTS TO PUSH A COLLABORATIVE SNEAKER CULTURE WHICH IS STILL PAYING OUT.

PLEASE READ THE KEY TAKEAWAYS FOR DETAILS ...

FULL CASE STUDY



IT ALL SOUNDS GOOD UNTIL YOU READ THE KEY TAKEAWAYS

FOOT LOCKER'S ANNUAL REVENUE PEAKED AROUND 2022 (~\$8.8B) AND HAS GENTLY DECLINED BY ~8-9% TO AROUND ~\$8.0B THROUGH 2025 BASED ON END OF YEAR PUBLIC REPORTING – A NET REVENUE DECREASE OF APPROXIMATELY ~\$750M SINCE 2022.

AWARENESS WITHOUT STRATEGY AND SYSTEMS DOES NOT EQUAL SALES

FOOT LOCKER INSTAGRAM FOLLOWING, THEIR MAIN OUTREACH PLATFORM, DECLINED ~4% FROM 2022 TO LATE 2025.

LOSING TOUCH WITH REAL COMMUNITY SHIFTING FOCUS TO A "MORE POPULAR" DEMOGRAPHIC (NBA PLAYERS)



'22 BACK TO SCHOOL CAMPAIGN

