

SPORTS

# Aliens, Zombies and Meteors Won't Stop Sneakerheads From Getting to Foot Locker

BBDO's 'No Matter What' mantra comes alive



David Gianatasio on Nov 25 2019 · 600 likes

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When the world comes to an end, die-hard sneakerheads will need the latest kicks and gear—Adidas, Nike, Puma and more!—to face the fiery apocalypse in style.

That scenario drives the entertaining, celebrity-filled 90-second Foot Locker film below, developed by BBDO and directed with explosive élan by Reset Content's Markus Walter.

Aliens attack! Zombies roam the streets! Meteors rain from the skies!

NBA stars Anthony Davis and Kyle Kozma, soccer icon Alex Morgan, singer Karol G—and more!—can't be bothered. They're all about the rad merch hitting the shelves during Foot Locker's eight-annual Week of Greatness.

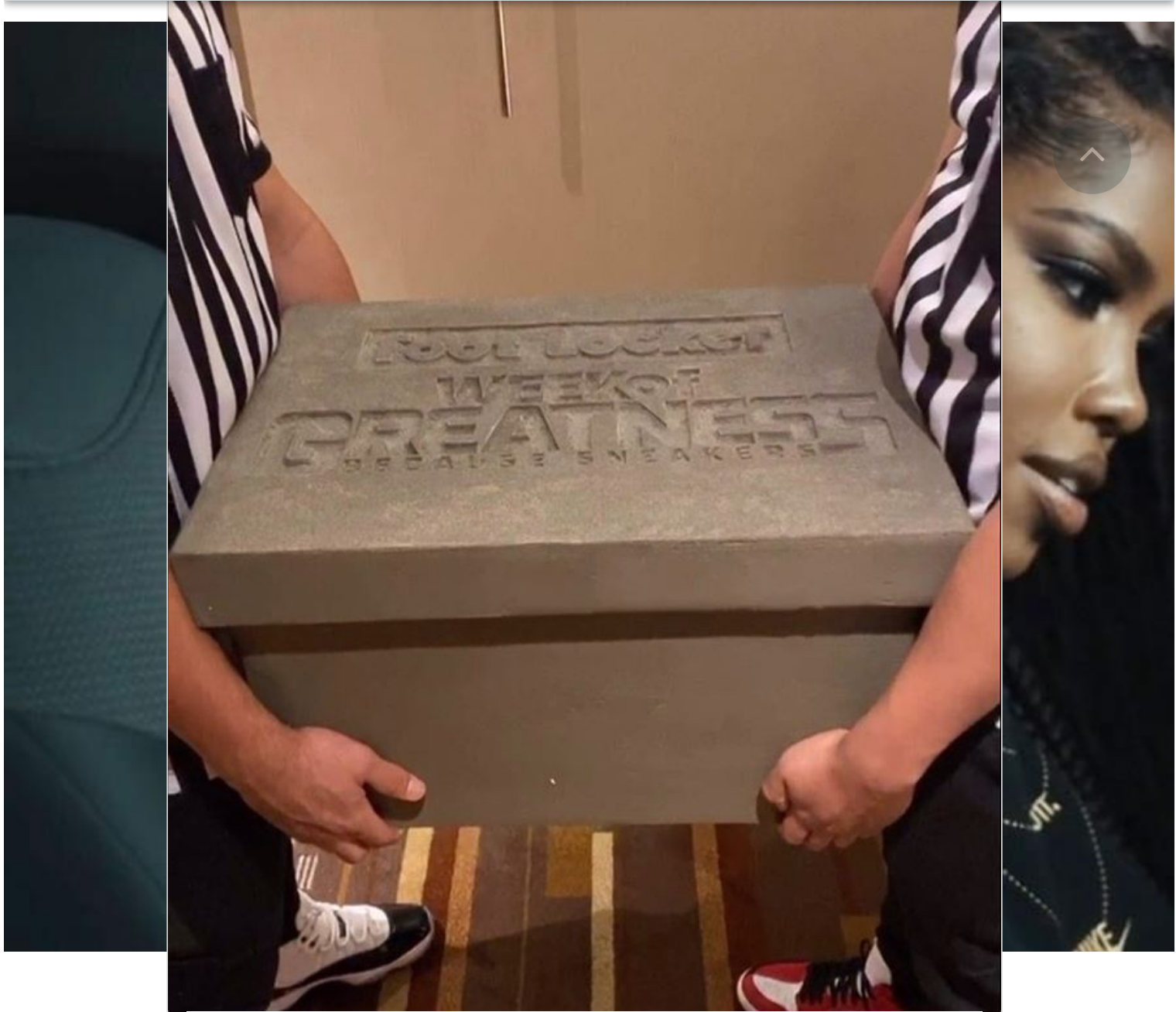


"The sneaker community is a passionate group that will go to great lengths to secure highly coveted kicks," says Foot Locker vp of marketing Patrick Walsh. "'Week of Greatness' is our opportunity to celebrate youth culture and acknowledge their dedication, in a fun and engaging way."

Sure, they'll have dope sneakers ... but if the planet's done for, where can they run?

Activations include a UFO-themed photo booth at a store buildout in Eastpointe, Mich.

Foot Locker also gave key influencers "Sneaker Survival Kits." Most came packed in vinyl, but some of the cases were made of concrete and weighed 60 pounds. Each kit contained shoes, a solar device charger, a flashlight, thermal blankets, a pen compass and zombie repellent. (If cornered by aliens, you'll just have to improvise!) Boston Celtics forward Jayson Tatum receives his in the clip below:



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Ready for the @footlocker #WeekofGreatness ! #NoMatterWhat

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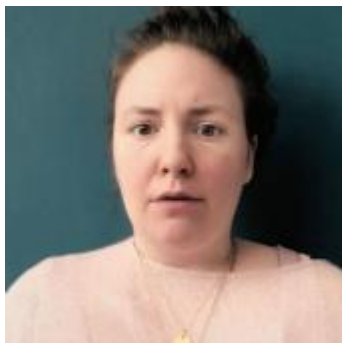
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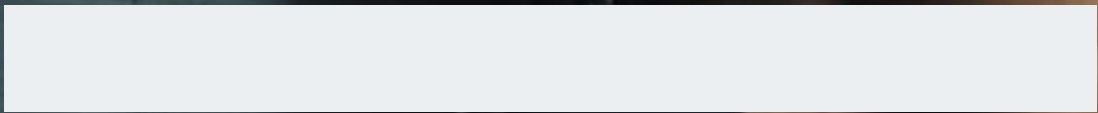
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