

DICK'S Sporting Goods Creative Brief

Objective of the Campaign

The objective of the campaign is to launch the Foot Locker sneaker truck, a new mobile activation by DICK'S Sporting Goods that sells limited sneaker releases. The truck will travel through major summer 2026 events such as music festivals and global sporting events. The launch will take place over Fourth of July weekend to align perfectly with peak travel and event attendance.

Target Audience

The target audience is Gen Z, ages 14-29. This group heavily follows sneaker culture, music, and sports. They attend concerts, festivals, and live events. They are highly active on social media and value exclusivity. If something feels rare, they want it more. Gen Z also values brand identity. If a brand does not feel authentic, they ignore it entirely. Brand authenticity is key for this audience.

Where Will This Ad Appear?

The campaign will appear primarily online where Gen Z viewers are heavily active, out of home placements, and at local events. Major cities and college towns, including Los Angeles, Boston, Chicago, and Atlanta, have large Gen Z populations and events. This makes them ideal locations for ads and activations.

Digital:

- TikTok short form video ads tied to event locations.
- Instagram ads and Reels with live location updates.
- Youtube ads before music and sports content.
- Influencer partnerships with sneaker creators and streetwear pages. These creators will post early access content and truck locations.

OOH:

- Bus shelters near event venues.
- Billboards near stadiums or festival sites.

Local Communities:

- Collaborate with local sneaker groups, streetwear collectives, and event organizers to place the truck at smaller events and build word of mouth.

What is the Goal?

The goal is to increase **awareness** of the Foot Locker brand under DICK’S Sporting Goods and drive engagement to the sneaker truck. The campaign aims to position the brand as **relevant** and build **credibility** with Gen Z. Many in this audience know Foot Locker, but the goal is to show authentic brand identity while creating **lasting connections**. This campaign is designed to be fun and interactive, encouraging people to visit the truck and buy from the brand.

Current Brand Perception vs Desired Brand Perception of This Ad

Current perception: DICK’S Sporting Goods is viewed positively and primarily family focused, but it is also seen as slightly outdated among Gen Z consumers. The brand serves a large audience. Foot Locker has a stronger tie to sneaker culture, but still competes for relevance with smaller brands and resale platforms like StockX.

Desired perception: The brand feels current, fast, and connected to what is happening in the culture right now. The goal is to be fresh and relevant to Gen Z and demonstrate that the brand is part of their world.

Why is this Ad Needed?

Gen Z typically responds to experiences rather than traditional marketing tactics. Without a creative campaign like this, the brand risks losing consumers’ attention to resale apps and local streetwear brands. The Foot Locker truck gives the brand a unique flair to connect with its consumers. It creates a memorable experience, strengthens brand authenticity, and builds a lasting relationship with Gen Z.

Advertising Headline

Your shoes pulled up

Print Media Placement and Rationale

The headline on the advertisement will appear on the back cover of Hypebeast Magazine. This reaches Gen Z readers who follow sneaker and streetwear culture. The placement ensures the message is seen by an audience already interested in sneaker releases, reinforcing awareness and excitement around the Foot Locker sneaker truck.

OOH Placement and Rationale

OOH ads will feature the headline on billboards near stadiums and festival sites in cities like Los Angeles, Chicago, and Atlanta. Bus shelters near event venues will also feature the headline. These placements make it easy for attendees to notice the truck while they are out, connecting the headline to a real experience and inviting them to stop by.

Strategy Note: The headline aligns with how Gen Z naturally talks without sounding forced. “Pulled up” reflects how this audience refers to showing up, which makes the message feel familiar. “Your shoes” keeps the message clear and direct so the consumer knows what is being offered. The Foot Locker sneaker truck connects this language to a real location, which supports the goal of driving engagement and getting people to the truck. The goal is to be relevant, fun, and authentic to the target audience. This helps build trust and create a lasting relationship with Gen Z consumers who value these traits in a brand.

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