

Creative Brief

Brand - Dick's Sporting Goods - Foot Locker Sneaker Truck Activation

Campaign theme: Get'cha Drip in the Game

Who is the target audience? Why?

The primary target audience for the campaign is Gen Z event-goers ages 18 to 29 who actively engage in sneaker culture, streetwear fashion, and in-person cultural experiences such as streetwear music festivals and sporting events. The audience is ethnically diverse, comprising White, Black, and Latinx individuals who are highly engaged on TikTok and Instagram. The target audience is concentrated in major urban cultural hubs with a strong sneaker community and large Gen Z populations. The target audience can be found at key cultural events, including Hard Summer in Los Angeles, Outside Lands in San Francisco, Lollapalooza in Chicago, the U.S. Open in New York, and FIFA World Cup matches in Los Angeles. For this audience, fashion represents identity, self-expression, and community.

The audience includes young professionals and college students with disposable income. Gen Z consumers remain price-conscious and willing to invest in limited-edition releases and staple pieces that signal identity, status, and belonging within their peer communities. Live music events are close to break-even, with women representing roughly 45–52% of attendees and increasingly outpacing men among younger audiences, according to Luminat research. On the other hand, sporting events skew heavily male, particularly in mixed martial arts. However, the sneaker culture is more gender-inclusive, with both men and women actively engaging in styling and sneaker collecting. The Gen Z event goer demographic is highly influenced by influencer recommendations and peer communities. Vogue research shows that Gen Z consumers rely on

influencer reviews when making purchasing decisions and that they are more likely to buy from brands that foster community.

Where will the Ad appear? Why?

The campaign will utilize a multi-channel paid and shared media strategy, including social media advertising and digital out-of-home ads. Primary digital placements will be on TikTok and Instagram, which have a dominant Gen Z presence for discovering trends, following influencers, and sharing experiences. Short-form video ads will highlight sneaker culture, event energy, and limited-edition sneakers at the Foot Locker Sneaker Truck.

Additionally, digital out-of-home advertising will be used in high-traffic cultural entertainment hubs where Gen Z consumers gather. These placements include billboards in Times Square, New York, and along the Sunset Strip, Los Angeles. Bus shelter advertisements will feature barcodes linking to the Foot Locker sneaker truck schedule. These posters will be in high-traffic nightlife and dining areas that are frequented by Gen Z event-goers. Locations like Chipotle and Dutch Bros are the ideal environments for these placements to raise awareness and actively engage consumers in brand activations.

What is the Goal?

The primary goal of this campaign is to build awareness of the Foot Locker Sneaker Brand activation truck among Gen Z event-goers. Specifically, the campaign aims to drive foot traffic to each sneaker activation event to build visibility for Foot Locker and DICK'S among Gen Z and streetwear consumers. Secondary goals include generating social media engagement, encouraging on-site purchase and engagement with the Foot Locker activation truck.

Why is this campaign needed?

The campaign is needed because Gen Z is typically critical of ads, highly focused on authenticity, and quick to dismiss brands that feel forced or not in touch with their values. DICK'S Sporting Goods and Foot Locker are competing with direct-to-consumer sneaker brands and resale platforms like StockX and GOAT that have already built loyal Gen Z followings through sneaker culture. Without visibility at the live events where Gen Z consumers are most often found, the company risks falling behind with younger audiences. The Get'cha Drip in the Game campaign addresses this by leveraging TikTok and Instagram for exposure alongside physical placements near event venues and popular Gen Z destinations. The digital and physical strategy is designed to reach this target audience before and throughout each event, building awareness of the activation and driving foot traffic to each stop.