

## **Creative Brief Outline**

### **1. What is the task?**

Develop a creative brief for the Foot Locker Sneaker Truck activation.

### **2. What is the goal?**

The goal of this advertising campaign is to increase awareness of the Sneaker Truck activation, drive foot traffic to each truck location and generate excitement around limited sneaker releases available exclusively through the mobile pop-up experience. Ultimately, the campaign aims to position DICK'S Sporting Goods and the Foot Locker brand as leaders at the intersection of sport, culture and sneaker innovation.

### **3. Why do we need to do this?**

The Foot Locker Sneaker Truck is a new concept that requires clear communication to explain what it is and why it matters. Advertising will help create anticipation around the activation and signal when and where the truck will appear. By building excitement ahead of each stop, the campaign encourages Gen Z consumers to seek out the truck, participate in the experience and engage with the brand in a memorable way.

### **4. Who are we speaking to?**

The target audience is Gen Z event goers between the ages of 16 and 27 who attend music festivals, major sporting events and live cultural gatherings. This audience is highly engaged with sneaker culture and views limited sneaker releases as both a style statement and a form of social currency. Gen Z consumers value experiences as much as products, and they are motivated by exclusivity, discovery and moments worth sharing on social media. Many members

of this audience follow sneaker drops closely, but they also respond strongly to in-person experiences that feel spontaneous and culturally relevant.

### **5. Current perception vs. desired perception**

Currently, many consumers view DICK'S Sporting Goods as a reliable sporting goods retailer focused on equipment and athletic apparel. While Foot Locker is strongly associated with sneaker culture, the broader DICK'S brand is not always seen as a cultural driver within the sneaker community. The desired perception of this campaign is that the company is actively shaping sneaker culture and delivering unique experiences directly to fans.

### **6. Where will this story get told?**

Advertising for the Foot Locker Sneaker Truck will primarily appear in digital out-of-home placements near major events such as Lollapalooza and the FIFA World Cup host cities. These placements include digital billboards, festival screens and transit displays in high-traffic areas surrounding event venues. Paid social advertising on TikTok, Instagram and Snapchat will also be used to target Gen Z consumers attending or traveling to these events. Location based mobile advertising and push notifications through brand apps will reinforce the campaign message as the truck moves between locations.