

Creative Brief Outline

1. What is the task?

Develop a creative brief for the Foot Locker Sneaker Truck activation that positions it as a culturally relevant, experience-driven moment for Gen Z consumers, while strengthening DICK'S Sporting Goods' presence at the intersection of sport, fashion, and culture.

2. What is the goal?

The goal of this advertising campaign is to increase awareness of the Sneaker Truck activation, drive real-time foot traffic to each truck location, and generate excitement around limited sneaker releases available exclusively through the mobile pop-up experience.

Beyond awareness and sales, the campaign aims to reposition DICK'S Sporting Goods as a brand that actively participates in culture rather than simply supporting athletic performance. By leveraging its existing scale and connection to sneaker-focused platforms like Foot Locker, the campaign creates a more relevant entry point into spaces where Gen Z attention and engagement are highest.

3. Why do we need to do this?

The Foot Locker Sneaker Truck is a new concept that requires more than basic awareness. It must create anticipation, urgency, and cultural relevance to succeed.

Gen Z consumers are navigating an oversaturated digital environment and are increasingly selective about what captures their attention. Traditional advertising alone is no longer sufficient to drive engagement. Instead, this audience responds to experiences that feel exclusive, time-sensitive, and worth showing up for in person.

At the same time, large-scale cultural events such as Lollapalooza and the FIFA World Cup create moments of heightened attention, where consumers are already primed for discovery and participation. The Sneaker Truck taps into this environment by transforming retail into a mobile, real-world experience tied to these moments.

Without a clear strategic approach, the activation risks being perceived as a simple retail extension. This campaign ensures it is positioned as something consumers actively seek out, reinforcing its value as both an experience and a cultural moment.

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 releases as both a form of self-expression and social currency.

More importantly, this audience is defined by behavior. Gen Z values access, authenticity, and experiences that signal cultural awareness. They are drawn to scarcity-driven moments and are more likely to engage with brands that offer something they cannot access through a screen.

However, they are also highly critical of brands that feel inauthentic or out of touch. This makes it essential that the campaign shows up in ways that feel natural within the environments they already value.

The Sneaker Truck aligns with these behaviors by offering a real-world, limited-access experience that merges product, culture, and participation.

5. Current perception vs. desired perception

Currently, DICK'S Sporting Goods is widely perceived as a reliable sporting goods retailer focused on performance equipment and athletic apparel. While Foot Locker holds strong credibility within sneaker culture, the broader DICK'S brand is not consistently viewed as a cultural driver within this space.

The desired perception is a brand that actively shapes culture by creating experiences at the intersection of sport, fashion, and identity. Through this campaign, DICK'S Sporting Goods shifts from a transactional retail model to an experiential one, delivering moments that feel relevant, immediate, and worth engaging with.

The Sneaker Truck serves as a visible expression of this shift.

6. Where will this story get told?

Advertising for the Foot Locker Sneaker Truck will appear across digital out-of-home and mobile-first platforms that align with real-world engagement. This includes digital billboards, festival screens, and transit displays in high-traffic areas surrounding major events such as Lollapalooza and FIFA World Cup host cities.

Paid social advertising on TikTok, Instagram, and Snapchat will use geo-targeting to reach Gen Z consumers attending or traveling to these events, while location-based mobile advertising and push notifications reinforce urgency as the truck moves between stops.

These placements are designed to integrate the campaign directly into live cultural moments, ensuring the brand shows up where attention is already high rather than competing for it in oversaturated digital spaces.