

CREATIVE BRIEF- DICK'S Sporting Goods — Footlocker Sneaker Truck Activation

TARGET AUDIENCE

The target audience is Gen Z event-goers, born between 1997 and 2012, who show up, in person, for the moments that matter most to them: live music, major sporting events, and the kind of electric, crowd-fueled experiences that simply cannot be replicated on a screen. This is the fastest-growing consumer demographic in the country, and they are redefining what it means to be a fan, an athlete, and a customer. Gen Z's relationship with sport is not what it used to be. Traditional, high-commitment athletics are giving way to something more fluid — such as MMA, esports, skateboarding, personal fitness. Gen Z does not just watch sports; they wear it, post it, and build identity around it. Sneaker culture sits at the exact intersection of all of it. A limited-edition drop is more than a product and is a cultural statement, a flex, a piece of the moment.

Despite being digital natives, Gen Z is actively fleeing their screens. They are the generation that coined the craving for "fourth spaces" which are community-driven environments outside of home, school, and work where they can find belonging around shared passions. They are drawn, specifically, to brand experiences that feel real: tactile, social, spontaneous, and worth posting about. Studies back this up: 49% of Gen Z say that brand-sponsored live or interactive experiences make them more likely to support that brand. And 69% report that technology, ironically, makes them feel less connected. The Foot Locker Sneaker Truck does not market to this audience, it meets and shows up where Gen Z already are, turning a sneaker purchase into an event-within-an-event. That is exactly what this generation responds to.

WHERE WILL THIS AD APPEAR?

This campaign lives in two worlds simultaneously: the physical spaces Gen Z inhabits and the digital feeds they scroll. Both are essential. Neither works without the other.

The Truck will serve as OOH. The activation itself is the ad. The Foot Locker Sneaker Truck is a rolling, unmissable out-of-home presence that is part retail, part spectacle, part cultural statement. It will appear at some of the highest-traffic events of Summer 2026, including:

- FIFA World Cup— July 2026
- Lollapalooza — July 30–August 02, 2026
- MLB All-Star Game — July 15, 2026
- HARD Summer Music Festival — August 1–2, 2026 (California)
- Outside Lands Music & Arts Festival —August 7-9, 2026
- U.S. Open Tennis Championships — August 30–September 13, 2026

These events collectively span sport and music, reaching Gen Z across the full range of their cultural passions. In terms of where it will appear digitally and socially, Gen Z likes to document events on their digital platforms. The truck is designed to be posted. Organic content from attendees will be amplified through paid and editorial campaigns on Instagram, TikTok, and YouTube, the platforms where this generation consumes sport, culture, and brand storytelling. Short-form, raw, behind-the-scenes content will run on TikTok; polished visual campaigns will anchor Instagram. A press release and editorial blog post will provide long-form context for media coverage and SEO reach.

To further extend the campaign's physical footprint, billboard and bus shelter designs will be deployed in key markets to build awareness and drive audiences to track the truck ahead of each event stop. On the digital side, Foot Locker will amplify the activation through Instagram, leveraging the cultural power of athletes and artists who will already be present at these events. At the FIFA World Cup, global soccer icons such as Jude Bellingham and Lionel Messi, who will be competing on the world's biggest stage, will be featured in campaign content that ties the excitement of the tournament directly to the Sneaker Truck's presence on the ground. This approach transforms organic cultural moments into

brand touchpoints, meeting Gen Z on the platform where they already follow their favorite athletes and consume sports content in real time.

WHAT IS THE GOAL?

There are three overarching goals and they build on each other. The first goal is to build cultural relevance. Foot Locker's mission is to "unlock the inner sneakerhead in all of us," with a core purpose to inspire and empower youth culture. As a leading global retailer, they focus on connecting communities through a shared passion for self-expression, sport, and sneaker culture: Positioning Foot Locker not just as a retailer. The Foot Locker Sneaker Truck is a physical manifestation of that mission, repositioning Foot Locker not as a big-box store you visit out of necessity, but as a brand that shows up inside the culture, at the exact moments Gen Z cares about most. The goal is to be seen as innovative and as a brand that does not wait for customers to come to them.

The second goal is to drive product sales through scarcity. Limited-edition sneaker releases are the engine of the activation. Exclusivity creates urgency, and urgency drives sales. Gen Z, a generation drawn to access and "drops" culture, responds to the thrill of being in the right place at the right time. The truck makes that thrill tangible.

The third goal is to strengthen the brand's global sneaker identity. The Foot Locker businesses, including Foot Locker, Kids Foot Locker, Champs Sports, and WSS, already serve the global sneaker community across North America, Europe, Asia, and Australia. The Sneaker Truck activation is a statement of intent: to be the first name in sneaker culture, not just sneaker retail. The goal is to own that identity in Gen Z's mind before a competitor does.

WHY DO WE NEED THIS AD?

This ad is needed because traditional advertising no longer cuts through for this audience. Gen Z is skeptical of digital ads, immune to celebrity endorsements that feel manufactured, and deeply allergic

to anything that reads as inauthentic. Gen Z can be marketed to and want to be met where they are at. Summer 2026 is a packed calendar with the FIFA World Cup and some of the most culturally significant sporting and musical events in years. These Summer events are cultural touchstones around identity, community, and places where memories are built. A brand that shows up inside those moments earns something that paid advertising cannot buy: genuine cultural credibility. The Foot Locker Sneaker Truck positions the company as exactly that kind of brand. It is mobile. It is exclusive. It is experiential. It goes to where the energy is instead of asking or waiting for the audience to come to it. The retail landscape is evolving by being driven by experience over transaction, which signals that Foot Locker understands what the next generation of consumers wants, not just a place to buy sneakers, but a brand worth being associated with.

This is not just a campaign. It is a declaration. Foot Locker is not watching culture from the sidelines. It is on the floor shaping it.