

## **PAID**

### **Creative brief**

#### **Who is the target audience?**

*Gen-Z Fashion-forward Cultural enthusiasts:* This target audience is for the fashion-forward Gen Z consumer who go to major events that matter this summer. They love to be part of the culture whether it be in music, sports, or multi-genre events including, Lollapalooza, the FIFA World Cup, Outside Lands, MLB games and more. The importance of aiming for this audience is because they are the consumers who appreciate the immersive experience of these events. Gen Z is momentarily the most influential demographic that builds the buzz organically around anything they deem cool and have helped many brands become socially relevant again such as Uggs, Stanley and Crocs. They love the idea of limited edition merchandise because of the exclusivity the product holds afterwards.

#### **Where will this ad appear?**

This campaign will appear everywhere that the target audience receives their ads. For OOH, this includes billboards, bus shelters and airport signage. For online placements, this includes the major platforms where the target audience consumes media such as TikTok, Instagram, Spotify, YouTube and Snapchat.

#### **What is the goal?**

The goal of this campaign is to increase awareness of the Dick's Sporting Goods x Footlocker new sneaker truck. The mobile pop-up activation will be set as the must-visit hot spot at every large-scale event this summer to be part of the cultural movement.

The goal is to also increase sales of the overall Dick's Sporting Goods x Footlocker products, specifically the limited edition sneakers by also maximizing organic content and brand awareness for further sales.

**What is the current perception of the brand vs. the desired perception of this ad?**

**Dick's Sporting Goods**

**Current brand perception:** Dick's Sporting Goods is currently seen as a recognized retail store that offers a variety of athletic, life-style and sporting products with a variety of brands and prices.

**Desired brand perception of this ad:** Dick's Sporting Goods has the cool current releases everyone should check out.

**Footlocker**

**Current brand perception:** Footlocker is currently seen as a trusted shoe store where families and individuals can go to find the shoe they want from their favorite brands.

**Desired brand perception of this ad:** Footlocker offers more than the basic shoe styles from different brands, but a variety of cool current releases everyone should check out.

**Why do we need this ad?**

This ad transforms the perception of Dick's Sports Goods and Footlocker from your regular retailer store to your new relevant social brand that recognizes trends and fashion who cares about their consumer.

Gen Z grew up going to DSG and Footlocker for their needs as kids or following their parents around for what they needed. Now, Gen Z with ages ranging 14-29, this means by joining these larger-scale events, it's a brand with established trust and the consumer sees them as a brand who aligns with their needs today as they did back then.

**Headline/tagline: Nice Kicks by Dick's Sporting Goods**

**Print Media**

Rolling Stone Magazine – The Rolling Stone Guide to Summer (back of cover)

- The Guide to Summer includes all the large scale events this summer that Gen Z reads to see what they should participate in. According to Social Life Magazine, “back covers command attention while signaling brand confidence through premium investment” even when consumers do not read the entirety of the magazine (CassWorld, 2025).

### **OOH Placement**

- Because these larger-scale events occur in metropolitan cities, we will hold billboards and bus shelters in the intersections and freeways of the busiest parts of the cities in Los Angeles, Miami, Chicago, etc.
- A large part of this audience likes to travel for these events because they happen exclusively in those cities, which is why we will place airport signage for high visibility near the TSA lines, terminals and baggage claims.

### **Strategy Note**

The tagline Nice Kicks works perfectly for the target audience because it is a recycled way of saying shoes that Gen Z has heard before, but currently not something used in their everyday language. With Nice Kicks, Dick’s Sporting Goods x Footlocker can reintroduce the verbiage into their modern slang to be part of words like “demure,” “aura,” and more that are equally as old, but used in a modern context. As “Gen Z appear[s] to be mining the past to enrich their present lives,” DSG x Footlocker’s tagline for the campaign will be a success because we bring the phrase to them figuratively and literally (ArchBridge Institute, 2025). The tagline addresses the campaign goal because it emphasizes the nice sneakers the consumers will buy at these events due to their limited edition releases. What inspired the creative strategy behind the word choice of Nice Kicks, along with the aforementioned importance of how it connects with Gen Z, is the simplicity of the actual tagline. Simple taglines are remembered, according to the International Journal of Marketing and Technology, “Taglines are combination of simple

and catchy words used to give idea about a product or service” which the already established slang words hints to what the product is connected to (VK and Kumar 2018). The reasoning as to not choose another adjective is because DSG wants the visuals of the limited edition products, ads, to speak to for the coolness of the sneakers. The word “nice,” is used neutrally versus forcing the attraction with slang that the consumer currently uses. According to Business News This Week, Gen Z seeing brands using their slang as performative, so the the simplistic Nice Kicks works perfectly as our tagline for our campaign; while the “by Dick’s Sporting Goods” attributes to the company while also having a rhyme (Archary, 2025).