

PAID

Creative brief

Who is the target audience?

Gen-Z Fashion-forward Cultural enthusiasts: This target audience is for the fashion-forward Gen Z, ages 14-29, consumers who attend 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 Gen Z represents roughly 74 million Americans and is projected to command \$12 trillion in global spending power by 2030 (NielsenIQ/World Data Lab, 2025). Gen Z is momentarily the most influential demographic, “shaping digital culture,” 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 (Opena & Dudkiewicz, 2026). According to Marker Sights, 89% of Gen Z consumers purchased at least one pair of sneakers for themselves in the last 12 months, making them the most actively engaged footwear consumer of any generation. They are the consumers who appreciate the immersive experience of these events and love the idea of limited edition merchandise because of the exclusivity the product holds afterwards.

Where will this ad appear?

This campaign will run across OOH and digital platforms where this audience already lives. For OOH, this will include billboards, bus shelters and airport signage in metropolitan event cities like Los Angeles, Chicago, and Miami. Airport OOH is a strategic priority because, according to WifiTalents, airport OOH reaches travelers with a household income 2.5x higher than the national average which is exactly how Gen Z event-goers that are traveling have to spend to these cities for summer festivals (Hughes, 2026). Billboards are also highly beneficial because 54% of Gen Z “will search the brands online when they see a

billboard ad they pass by” (Signs.com, 2026). This reach is critical because the brand awareness encourages the audience to visit the sneaker truck activation itself when they arrive at the event. For online placements, this includes the major platforms where the target audience consumes media such as TikTok, Instagram, Spotify, YouTube as these platforms have “become their go-to for product discovery” making it necessary to hit for a successful campaign (Opena & Dudkiewicz, 2026). According to Attest, YouTube leads Gen Z daily usage at 63%, followed by Instagram at 58% and TikTok at 56% (Rand, 2026).

What is the goal?

The goal of this campaign is to increase awareness and foot traffic of the Dick’s Sporting Goods x Footlocker new sneaker truck activation beginning Fourth of July weekend. 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 secondary goal is to generate organic social content and brand mentions around the truck's limited-edition sneaker releases, increasing both in-person sales and broader brand awareness for DSG x Foot Locker among Gen Z. The desired behavioral outcome is for Gen Z event-goers to seek out the truck at each event, purchase a limited release and post about the experience boosting organic reach through their content.

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 is culturally relevant, stocking the limited and

exclusive sneakers that Gen Z wants at the places they care about.

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/fashion and cares about their consumer. With Gen Z's 41% heightened desire to touch and see products, the sneaker truck is built for that in-store experience at the locations they are already at. The reason why it needs paid media is because the activation will only be successful if Gen Z is aware of it before they arrive at these large-scale events so their plan upon arrival includes a stop at the truck.

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, timed to the weeks preceding the key events in each city. Similarly to Coachella where the billboards in anticipation for the events have “become a cultural institution in their own right” (Shalhoup, 2026).
- A large part of this audience travels 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 operates on multiple levels by getting the Gen Z audience excited and resonating with the messaging. Because “85% of Gen Z prefer brands that use memes or cultural references appropriately in social media advertising,” the word kicks become a trendy way to say shoes (CTAM, 2025). According to Business News This Week, Gen Z sees brands using their slang as performative, so the phrase “kicks” is familiar enough to signal cultural awareness, but dated enough that reclaiming it feels intentional rather than desperate (Archary, 2025). The tagline directly addresses the campaign goal because “kicks” signals the product category of sneakers without being overtly transactional. The phrasing of “Nice Kicks” is essentially a compliment, not a direct sales pitch that positions the sneaker truck as a place where cool shoes live rather than DSG forcing content on their feed.

The OOH and print placements reinforce the tagline's simplicity at scale. Simple taglines are

remembered, according to the International Journal of Marketing and Technology, “Taglines are combinations of simple and catchy words used to give ideas about a product or service” which is already established (VK and Kumar 2018). "Nice Kicks by Dick's Sporting Goods" is short enough to land in the six seconds a viewer typically engages with a billboard, while the attribution to DSG plants the brand in the cultural conversation around sneakers this summer. The desired outcome is not just awareness, but it is that Gen Z event-goers arrive at Lollapalooza or the FIFA World Cup already knowing the truck is there, already planning to visit, and ready to post about this special in-person experience they get to have at the event. This is consistent with the broader trend that Gen Z is completely abandoning passive media consumption in favor of highly active, search-driven experiences and mining older cultural references to enrich the present ((ArchBridge Institute, 2025).