

Creative Brief

1. Who is the target audience? Why?

The primary audience for this campaign is Gen-Z event-goers, ages 18 to 29, who attend music festivals, sports events, and cultural gatherings. This audience values self-expression, exclusivity, and interactive experiences, and is also highly active on social media platforms such as Instagram, TikTok, and X, where trends and limited-edition releases drive engagement. These individuals prioritize products that are both stylish and functional and simultaneously allow them to express their individual identity. By targeting this group, we position Foot Locker as a culturally relevant brand that understands their lifestyle and delivers authentic and immersive experiences.

2. Where will this ad appear (i.e., OOH, online, print media, etc.)? Why?

The campaign will leverage out-of-home advertising around event locations, including billboards, bus shelters, and junior posters, in an effort to capture the audience in real time. We plan to put the billboard on highways that event goers need to take to get to the festival grounds, and put the bus shelters around stadiums where games will be held, while the junior posters will live in the in-between, they will be strategically placed where event-goers will see them casually, when on the hunt for an outfit, etc. Additionally, our strategy will naturally generate social media content that complements the out-of-home placements, encouraging fans to track down the Foot Locker Sneaker Truck and engage with the campaign's collectible elements online.

3. What is the goal? (i.e., increase awareness, sell product, improve image)?

The goal of this campaign is to increase awareness and excitement for the Foot Locker Sneaker Truck and drive event attendance and sneaker sales, while reinforcing Dick's Sporting Goods' and Foot Locker's position as a culturally relevant brand hub for Gen-Z sneaker enthusiasts. Additionally, the campaign aims to generate social media engagement and earned media coverage through the interactive elements and collectible experiences.

4. Why do we need this ad?

This ad is critical to communicate the limited-time, experiential nature of the Foot Locker Sneaker Truck. By emphasizing exclusive sneaker drops, sales, and gamified features such as collective pins and stickers, the campaign creates urgency, drives traffic, and encourages both in-person and online engagement. This initiative aims to strengthen Foot Locker's reputation as a leader in the sneaker world and authentically connect with Gen Z's desire for immersive, social, and shareable experiences.