

## Creative Brief

The campaign will be a mobile activation, The Dick's Sporting Goods x Foot Locker Sneaker Truck, and will be featured at major live events like music festivals and sporting competitions.

The target audience of this campaign is Generation Z, currently ages 14 to 29, but we will specifically target sneaker-heads and live event enthusiasts within that demographic. The campaign will appear in Out-Of-Home advertisements, primarily in cities of major live events. For example there will be billboards along the highway to Coachella, and bus shelters in Chicago for Lollapalooza. The goal of this campaign is to increase awareness of Dick's Sporting Goods' offerings to gen z. Dick's is already an incredibly successful brand, and lives up to their tagline of "House of Sport". Dick's stock price has risen more than 800%, indicating there is immense faith in the brand amongst shareholders. Despite their financial success, Dick's perception amongst consumers is primarily limited to sporting goods and supplies. The goal of this campaign is to show that the brand is far more than that, and that it can be the premier destination for streetwear and sneakers. This ad is necessary for targeting consumers outside of Dick's Sporting Good's Usual customer base. Just posting on the brand's social media would not be good enough, as their followers are typically already devoted customers. Having OOH advertisements will allow the campaign to be seen by those who may not have considered shopping at DSG in the first place.

## Tagline and Strategy Note

The tagline of the campaign will be 'Find your sole-mate'. It will run in fashion magazines like Complex and Highsnobiety. These publications focus on fashion, which is the key to this

campaign. Complex and Highsnobiety are fashion magazines with a heavy focus on street wear, so it will likely appeal to “sneaker heads”. The tagline ‘Find Your Sole-mate’ is a play on words of the term ‘soulmates’. Changing the spelling from ‘sole’ to ‘soul’ is a playful way to make sure the consumer is focused on shoes. The idea of ‘Find Your Sole-mate’ tells the consumer that if they shop with DSG, they can find the perfect sneaker for them. Many people use their style to express things about themselves that they cannot put into words, ‘Find Your Sole-mate’ ties to Gen Z’s desire for connection, as many of them are searching for meaning in the current state of the world. Telling the consumer that they can find the perfect shoe at the DSG, lets them know they can finally find the perfect staple piece to represent themselves in their wardrobe. This idea of connection and identity will draw consumers to DSG’s Foot Locker sneaker truck.