

Creative Brief: DICK'S Sporting Goods

Campaign

This campaign brief regards “*The Kicks Tour*”, a DICK'S Sporting Goods x Foot Locker mobile activation, launching a sneaker truck over Fourth of July Weekend 2026. The truck will tour nationwide this summer, selling limited-edition sneaker releases at major music and sporting events.

Target Audience

The target audience for this campaign is Gen Z event-goers of all genders who plan to attend major music and sporting events across the United States in summer 2026, such as Lollapalooza and the FIFA World Cup. This audience has a strong interest in sneaker culture, fashion, and limited releases. They are also highly engaged on social media and showcase trend-driven purchasing behaviors.

Why

Gen Z is known for shaping culture and trends across fashion, music, sports, and entertainment, social media, and much more. This makes them highly valuable to brands that want to leverage their influence in creating buzz, building hype, increasing brand awareness, and boosting sales. Their chronically online nature and extensive social media knowledge and usage allow them to

easily spread and create virality, build hype, and momentum around products and things such as this sneaker truck.

The timing and exclusivity of this sneaker truck touring this summer, and specifically at major events, will only increase this effect. Limited-edition releases and “rare” items appeal strongly to this demographic since they like sharing experiences in real time as well as wanting to stand out and be the “first to hop on trends”.

Touring this sneaker truck to major events such as Lollapalooza and the FIFA World Cup allows the brand to meet its target audience in environments where they are already highly engaged and actively online. This environment will allow for natural user-generated content, increasing brand visibility through organic sharing. In addition, this activation becomes more than just a brand or product; it creates an experience tied to community, culture, and real-time participation, which drives awareness and purchase behavior.

Where will this Ad appear?

This campaign will show up across out-of-home advertisements in cities that are hosting major music and sports events this summer, including Chicago, San Francisco, Los Angeles, Miami, and more.

Ad executions will include billboards, bus shelters, and train/metro ads placed in high-traffic areas such as Chicago's Union Station, San Francisco's Embarcadero Muni/Bart stations, and major commuter routes with historically heavy traffic like Interstate 405 and the Bay Bridge.

Ads will be placed in the few weeks leading up to the Fourth of July Weekend to build anticipation and drive awareness. Locations such as these were selected to maximize visibility among large audiences while aligning with culturally relevant spaces that tie to the events where the sneaker truck will tour.

What is the Goal?

The primary goal of this campaign is to generate awareness and excitement for the mobile activation and position it as a popular stop during major events this summer. The additional goal is to convert excitement into foot traffic, which would drive purchases and organic UGC content. This would also result in overall brand awareness, engagement, and an increase in sales.

What is the Current Perception of the Brand vs. the Desired Perception of this Ad?

DICK'S Sporting Goods has an overall strong and positive brand perception, but lacks cultural relevance among younger audiences. It's currently not the go-to destination for Gen-Z, who view competitors as more trendy and relevant. The brand is often associated with an older, athlete/sports-focused demographic with a strong emphasis on athletic supplies and male customers.

The desired perception of this ad is to position DICK'S as culturally and socially relevant, on trend, and "hype". This is all in hopes of becoming a brand that provides "iconic" sneakers for younger audiences of all genders and interests, and those who want to wear and naturally and proudly share the "kicks" on social media.

Why do we need this ad?

The activation is necessary to improve the overall brand perception among Gen-Z, expand the brand's overall reach beyond its current audience, and increase visibility within sneaker culture, fashion, and trend-driven cultural events. The brand needs to position itself as trendy, culturally relevant, and the go-to destination for sneakers among audiences outside of its current consumer base.