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Creative Brief: Foot Locker Sneaker Truck

What is the Task?

- The task is to create a billboard and social media campaign promoting Foot Locker's mobile activation, the "Foot Locker Sneaker Truck." Beginning Fourth of July weekend, the pop-up activation will be featured at major nationwide music and sporting events, including Lollapalooza and the FIFA World Cup.
- The campaign should position Foot Locker as a culturally relevant leader in sneaker drops and experiences, connecting to Gen Z through experiential and social media fluency

Who is the target audience?

- Primary audience: Gen Z adults (ages 18-27) in the U.S. who prioritize live events and experiences, such as music festivals and sporting events. This audience is active on social media and looks to platforms such as TikTok and Instagram to find unique experiences and activities.
- Secondary audience: Sneakerheads (18-40) who are tapped into sneaker drop culture and are always looking for their next sneaker purchase and industry news, which they are quick to share on social media. They like the scarcity of drops and exclusive events.

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

- OOH billboards will be located on high-traffic streets in New York City and Los Angeles, in hubs of vibrant nightlife, restaurants, and entertainment.
- OOH banners will be placed in and around major college campuses across the U.S.
- Organic and paid social media campaigns will roll out on Instagram and TikTok, targeting Gen Z eventgoers and featuring key collaborations with creators.
- Print media outreach to culture- and Gen Z-focused outlets, such as *Complex Magazine*, will expand campaign awareness.

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

- The ultimate goal is to increase awareness of the Foot Locker Sneaker Truck, a mobile activation selling limited sneaker releases launching Fourth of July weekend 2026. The pop-up will appear at Lollapalooza (July 30–August 2), Outside Lands (August 7–9), and the FIFA World Cup (beginning July 4).
- OOH and social media advertising should drive awareness and create lasting interest in the campaign, encouraging Gen Z eventgoers to follow the Foot Locker Sneaker Truck and stay invested in where it will appear next, thereby increasing relevance among Gen Z.
- Advertising should be aesthetically bold and eye-catching, encouraging social media UGC featuring the truck.

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

- The current perception of Foot Locker is outdated and generic, associated with shopping malls.
- The desired perception of this ad is that Foot Locker is an authentic and innovative brand that cares about its customers and wants to help them achieve their dreams.

Why do we need this ad?

- Despite high brand awareness in the U.S. among sports and outdoor consumers (90%), Foot Locker struggles to stay relevant among younger generations. A Gen Z-targeted ad campaign, focused on an activation tied to the Foot Locker portfolio acquisition, will strengthen Gen Z as a DICK'S customer segment.
- Although Foot Locker's social media accounts have sizable followings (1.6 million on TikTok and 11.7 million on Instagram), engagement is consistently low in comparison. A social-first advertising approach will increase engagement with the company, creating a stronger community between Foot Locker and its consumers.
- This activation reflects DICK'S strategic bet on experiential retail, including DICK'S House of Sport locations. Following this strategy, Foot Locker becomes more than a place to shop, it becomes a destination built around unique, shareable experiences.