

STRATEGIC INSIGHTS

Based on the results of the DICK'S Sporting Goods SWOT Analysis, the overarching recommendation is to leverage sneaker culture and social-first experiential activations to increase relevance with Gen Z and reposition Foot Locker as an innovative sneaker destination.

Insight 1: Leverage sneaker culture to drive Gen Z relevance and integrate Foot Locker

DICK'S has a key opportunity to gain cultural relevance among Gen Z by tapping into sneaker culture and exclusive product drops. This strategy directly addresses the company's low relevance among Gen Z and weak social media engagement, while also supporting the successful integration of Foot Locker, a brand that has declined in recent years. By leveraging limited-edition sneaker releases, DICK'S can create urgency, drive foot traffic, and generate social media buzz through scarcity and exclusivity. This approach also strengthens DICK'S competitive positioning against dominant sneaker brands like Nike and Adidas, while maximizing the value of its expanded sneaker inventory through the Foot Locker acquisition.

Success Metrics:

- Increase Foot Locker social media engagement by 20% from June to September 2026.
- Grow the Gen Z customer segment by 5% by December 2026.
- Achieve a 90% sell-through rate for limited sneaker releases during pop-up activations.

Insight 2: Launch retail activations at live events to enhance experiential marketing

DICK'S can leverage the growing consumer interest in live experiences by launching mobile pop-up retail activations at high-traffic events such as Lollapalooza and the FIFA World Cup. This strategy aligns with the company's strength in experiential retail, including House of Sport locations, while also addressing the opportunity to engage Gen Z in culturally relevant environments. By bringing the brand directly to large audiences, DICK'S can increase visibility, reinforce its value as an in-person destination, and create memorable brand interactions. These activations also serve as an extension of its retail footprint, driving both immediate sales and longer-term brand affinity.

Success Metrics:

- Execute in-person retail activations at three or more major music festivals and/or sporting events throughout summer 2026.
- Secure earned media coverage in five or more major pop culture and music publications by September 2026.
- Reach 50,000 consumers through event activations.

Insight 3: Launch a mobile pop-up campaign to drive social media engagement

DICK’S has an opportunity to improve its social media engagement through a traveling pop-up activation that positions the brand as innovative and culturally relevant. Visually engaging and interactive experiences can be designed to feel native to platforms like TikTok and Instagram, encouraging user-generated content. Additionally, limited-time activations create a sense of urgency and FOMO, driving both in-person attendance and online buzz. This approach helps modernize the brand’s image while increasing awareness and engagement among Gen Z audiences.

Success Metrics:

- Generate over 10,000 UGC posts using the hashtag: #sneakersworthchasing.
- Increase Instagram and TikTok followers for DICK’S and Foot Locker by 10%.
- Increase average engagement rate by 5% across DICK’S Sporting Goods social channels.