

## **Paid Media**

**Tagline:** sneakers worth chasing.

**Chosen Print Media:** [\*Complex Magazine\*](#)

An ad featuring this tagline would appear in [\*Complex Magazine\*](#). With 40% of the publication's audience ages 18-34 and highly engaged with music, streetwear, and sneaker culture, it is a strong match for the campaign's primary and secondary target demographics.

OOH billboards will be located on high-traffic streets in New York City and Los Angeles, in hubs of vibrant nightlife, restaurants, and entertainment. This will increase campaign awareness among Gen Z audiences who prioritize experiences and events, while also driving earned UGC related to the campaign. Purchasing OOH banner space at major college campuses will generate buzz among Gen Z, as millions of college students (ages 18-22) attend music festivals annually.

### **Strategy Note:**

The tagline "sneakers worth chasing." aligns with Gen Z eventgoers because it succinctly describes the pop-up activation, evokes a sense of urgency and scarcity, and demonstrates cultural awareness of Gen Z language.

In the attention economy, efficiency is everything, especially since Gen Z has a notoriously short attention span. In three words, the tagline communicates both the product and the need for urgency. The sneakers must be chased, reinforcing scarcity. Additionally, the notion that they are "worth chasing" taps into Gen Z-forward culture around pop-up activations, and how, if they don't act urgently, they can miss out. The use of lowercase letters reflects the nonchalance of Gen Z internet typing, as lowercase typing is a staple of Gen Z communication. Finally, even subconsciously, "chasing" is a word commonly associated with pursuing one's dreams and may subtly resonate on a deeper level.

"sneakers worth chasing." establishes the campaign as culturally relevant, urgent, and aligned with Gen Z values, while supporting the goal of increasing engagement and brand relevance.