

Creative Brief

I. Target Audience

- A. **The Culture Consumers:** This group consists of Gen Z individuals, ages 18 to 29 years old, of all genders, races, and ethnicities. They reside in the United States, where they enjoy spending time with friends, exploring new places, and capturing digital memories. Whether at a local sporting event or a major music festival, they look forward to being surrounded by people with similar interests because it gives them a sense of belonging. They value a strong sense of community because it grounds them, especially during times of environmental crisis, political unrest, and financial uncertainty. While their income level may vary between lower- and middle-income, they are willing to engage in discretionary spending. After covering their essential needs, they mainly spend their money on entertainment and experiences. Despite their preference for shared experiences over luxury goods, they are open to making room in their budget for exclusive or limited edition items. This group has an innate sense to fit in, which often translates into taking part in a cultural moment at any means necessary.
- B. Upon launch, the Foot Locker Sneaker Truck will make stops at major music and sporting events across the country, where this audience is likely to be found. According to a recent Bank of America Institute Consumer Morsel, Gen Z has higher discretionary spending than the overall population and often spends nearly twice the amount they have in savings (Bank of America, 2025). By leveraging this audience's spending habits and the exclusivity of the items available for purchase, the Foot Locker Sneaker Truck can expect high attendance and revenue.

II. Channel Strategy

A. The Foot Locker Sneaker Truck campaign will materialize through a wide array of out-of-home, print, and social media advertisements. Since the targeted Gen Z audience spans a wide age range, there is bound to be a variation in media consumption behaviors and habits, all of which need to be accounted for. While the out-of-home advertisements will serve as the biggest physical representation of the campaign, the print advertisements cater to those who enjoy physical media like newspapers and magazines. According to the 2025 Sprout Social Index, 89% of Gen Z social media users are on Instagram, 84% are on YouTube, and another 82% are on TikTok (Sprout Social, 2025). Seeing as though a vast majority of Gen Z is actively on social media, the advertisements will need to integrate themselves into online conversations seamlessly. By taking this three-pronged approach, the Foot Locker Sneaker Truck will make itself known and build anticipation as it makes stops across the country.

III. Campaign Goals

A. From a communications perspective, the main campaign goal is to achieve widespread attention for the Foot Locker Sneaker Truck and DICK'S Sporting Goods. This will be accomplished by making it culturally relevant, establishing its presence at major music and sporting events, and providing details about its exclusive offerings. From a business perspective, the two main goals are to sell over 50% of the exclusive Foot Locker sneakers at each stop and increase the demand for all of Foot Locker and DICK'S Sporting Goods products. The product offerings at the Foot Locker Sneaker Truck stops will be themed to serve as a physical memento of the event, further emphasizing its exclusivity and driving sales upward. As a result of Foot Locker and DICK'S Sporting Goods' increased presence across the country, overall demand for all affiliated sneaker products will rise, and the consumer base will expand. Sales data and search engine

trends will be analyzed to determine the effectiveness of the Foot Locker Sneaker Truck mobile activation.

IV. Strategic Rationale

- A. The advertisements will serve multiple purposes, such as informing the public about what the Foot Locker Sneaker Truck is, where it will make stops, and what it will be offering. Additionally, the advertisements will serve as a reflection of the Foot Locker and DICK'S Sporting Goods brands, which aim to establish their reputations as iconic sport and culture brands.

Works Cited

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