

Infographic



Strategy Note

The objective of the infographic is to inform DICK'S Sporting Goods' stakeholders about the recent acquisition of Foot Locker. The infographic incorporates bold graphics, statistics, and themed language to express the current standing and projected future of both brands as they embark on a joint venture in the global sports retail market. While DICK'S Sporting Goods remains at the core of the infographic, it was a conscious decision to include Foot Locker due to its timeliness and the potential business implications the brands will experience as a result of the acquisition.