

Alexa Davis

Spring 2026 Comp Exam

DICK's Sporting Goods

Creative Brief – Drop Stop

The Project

Beginning July 4, 2026, DICK'S Sporting Goods will launch the Foot Locker "Drop Stop", which is a mobile retail activation that delivers exclusive sneaker drops directly to consumers at major cultural events throughout the summer in a truck. The Drop Stop will be at major events, including Lollapalooza in Chicago, the FIFA World Cup host cities across the U.S., and other large-scale events. The activation places sneaker retail as an experience, blending the nostalgic feeling of an ice cream truck with the hype-driven culture of limited sneaker releases. The campaign introduces a new way for consumers to engage with DICK'S and Foot Locker beyond traditional retail environments.

The Target Audience

The target audience for this campaign is Gen Z consumers, specifically ages 16-30, who attend large cultural events such as music festivals and global sporting events. Many of these individuals will likely actively participate in sneaker culture and may even consider themselves to be "sneakerheads," closely following exclusive and limited sneaker drops.

- **Primary Audience:** Gen Z (16 to 30) interested in sneakers, streetwear, and event culture
- **Demographics:** College students, young professionals in major cities (LA, NYC, Chicago, Miami)
- **Psychographics:** Experience-driven consumers who value exclusivity and cultural relevance, and are active on TikTok and Instagram
- **Behavior:** Attend events, follow sneaker trends, motivated by limited drops
- **Secondary Audience:** Casual event-goers drawn to interactive experiences

Where This Ad Will Appear

DICK's will advertise the Drop Stop campaign through a combination of digital and traditional advertisements. The campaign will heavily utilize OOH advertising, including large static billboards near major event sites, wallsapes, bus shelters, and similar locations.

OOH

- Large-format billboards and wallsapes will be placed within a 1–3 mile radius of major event venues (e.g., Grant Park for Lollapalooza, World Cup stadium zones). These ad placements will act as early awareness, creating anticipation.
- Bus shelters, subway stations, and rideshare pickup zones will feature real-time messaging, including location updates, new drops, and countdowns. These are important because they reach consumers while they are waiting, increasing message retention.
- Street-style posters will be concentrated in high-foot-traffic neighborhoods surrounding events, including areas with heavy Gen Z presence (SoHo in NYC, Melrose in LA, Wicker Park in Chicago). These placements mimic streetwear culture aesthetics, making the campaign feel more authentic rather than overly corporate.

Digital

Digital advertising will be used primarily on Instagram and TikTok, with geotargeting to reach the specific locations where the truck will be on the day of the events, ensuring that event attendees will see it. The people these ads are targeting are already there; the goal is to persuade them to stop by.

Print

- Complex Magazine: Complex is the ideal placement for the Foot Locker sneaker truck ad because it is a leading multimedia magazine that focuses heavily on music, sneakers, streetwear, and style. Finding a good print placement is tricky for Gen Z, which often views print as outdated. Complex magazine, however, does limited-edition issues. Therefore, excitement has built up around the print issues, and they are considered collectible, much like the sneakers this truck will carry. Self-proclaimed sneakerheads are already likely to be looking at this magazine, as the audiences for Complex magazine and the Foot Locker truck are very similar. Ideally, the ad would be on the

back cover, as even casual magazine readers often look at the back, giving this spot strong exposure.

- GQ Magazine: GQ is another culturally relevant magazine. It is a New York-based men's magazine focused on fashion, style, and culture. They publish print magazines at least four times a year, so an ideal placement would be during a summer edition. For placement, a centerfold after a relevant editorial piece (e.g., one about music festivals or sporting events) would boost engagement with the ad.

Campaign Goals

The main goal of this campaign is to maximize awareness of the Foot Locker “Drop Stop” and increase foot traffic to activations throughout the summer, aligning with DICK’S and Foot Locker's broader strategy to enhance cultural relevance and market positioning among Gen Z consumers.

Current Perception vs. Desired Perception

Current Perception:

DICK’S Sporting Goods is a reliable, functional retailer of athletic gear and sports equipment. Foot Locker has stronger ties to sneaker culture; however, it is still viewed as a mall-based retail rather than being associated with exclusive, experiential drops.

Desired Perception:

DICK’S and Foot Locker are culturally embedded, trend-aware brands that actively participate in sneaker culture by delivering exclusive, limited-edition experiences directly to consumers.

Why This Ad is Needed

Hype and scarcity drive the sneaker market. Leading brands, such as Nike, dominate the market because they are embedded in culture. Currently, DICK’S lacks strong cultural relevance, especially among Gen Z consumers who prioritize brands that feel like a natural part of their lifestyle.

This campaign is necessary to:

- Establish cultural relevance in a competitive, hype-driven market
- Create urgency and awareness around time-sensitive sneaker drops

- Drive physical engagement with the mobile activation

The Drop Stop risks being overlooked at crowded event environments without a strong advertising push. The OOH strategy makes the activation highly visible, culturally aligned, and impossible to miss.