

Generative AI & Tools Disclosure

I acknowledge the use of AI to generate citations and summaries, which are included in this final assessment in modified form. This project incorporated generative AI tools as supplementary aids during the research, ideation, and content development process, including brainstorming and generating visual mockups for conceptual campaign materials.

Perplexity AI. (2026). *Perplexity AI* [AI research assistant]. <https://www.perplexity.ai>

Used for source compilation and research summaries. Prompts entered March 14, 2026:

- "What is Dick's Sporting Goods' most recent news and announcements?"
- "How has Foot Locker's integration affected profits?"

Prompts entered March 21, 2026:

- "Help me compile a list of sources to conduct a SWOT analysis of DICK'S Sporting Goods (DKS). Sources should be reliable business outlets."
- "Who are key competitors for DKS SWOT comparison?"

OpenAI. (2026). *ChatGPT* (Model 5.3) [Large language model]. <https://chat.openai.com>

Used for brainstorming and content development. Prompts entered March 17, 2026:

- "Suggest some key facts about DICK'S sustainability efforts to include in an infographic."

Prompts entered March 21, 2026:

- "Act as a public relations strategist for DICK'S Sporting Goods. Using insights from a SWOT analysis, you have identified a key external opportunity: the rapid growth of the youth sports industry and increased investment in youth athletic development. Brainstorm some strategies that

DICK'S could implement to capitalize on this opportunity. Each idea should: Align with DICK'S existing capabilities (e.g., GameChanger app, retail footprint, partnerships, experiential stores), Strengthen brand relevance among young athletes and their families, Reflect an integrated communications approach (PR, experiential, digital, partnerships, etc.). Focus on ideas that feel innovative, scalable, and culturally relevant."

The following prompts were entered on March 16 to generate images used in this assignment:

Prompt for Fig. 1: "Create an image of a cinematic, realistic summer scene at golden hour featuring a sleek sneaker truck designed like a luxury ice cream truck. The truck is the focal point, parked at an outdoor festival with palm trees, sunlight, and a soft sunset glow. The truck features Foot Locker and DICK'S branding subtly integrated. The truck has glossy white and chrome finishes with subtle neon accents, an open service window, and glass display panels showcasing limited-edition sneakers like premium collectibles. The design blends nostalgic ice cream truck elements (striped awning, menu board style display, soft pastel tones) with modern streetwear aesthetics (minimal branding, LED lighting, high-end materials). Surrounding environment includes blurred festival lights, people in the distance, and a summery, energetic atmosphere. Lighting is warm and cinematic. Focus is sharp on the sneaker truck, with a shallow depth of field. The sneakers inside are glowing slightly to emphasize exclusivity and hype. Style: high-fashion streetwear campaign, Nike/Jordan-inspired aesthetic, cinematic lighting, soft summer color palette."

Prompt for Fig. 2: "Using the attached image, create a very rough, messy pencil sketch of the sneaker truck designed like an ice cream truck, drawn in black and white only. The style should look like an early artist concept sketch, so imperfect, and hand-drawn with visible construction lines, overlapping strokes, and scribbles. Lines should be uneven, sketchy, and slightly messy, not clean or polished. Include rough shading with quick pencil strokes and cross-hatching. Overall look should be: raw ideation sketch from a

designer's notebook, unfinished, messy, with extra stray lines and motion marks around the truck. White paper background, graphite pencil texture, no color."

Prompt for Fig. 3: "Can you recreate this but with the text: HEADLINE: Drop Stop; SUBHEAD: Catch it Before it Melts." (Applied to an existing graphic from the DICK'S Sporting Goods website.)