

STRATEGY NOTE:

The tagline “Catch the heat before it melts” is designed to resonate with Gen Z by tapping into slang that feels native to sneaker culture. The word “heat” is widely used to describe highly desirable sneakers, so it’s something the target audience will immediately understand without needing explanation.

At the same time, “before it melts” plays off the activation's ice-cream-truck inspiration. This dual meaning creates a strong conceptual link between product and format. It also adds a sense of urgency. Just like ice cream melts, these sneaker drops won’t last long.

That idea reinforces the limited, exclusive nature of the experience and pushes people to act quickly.

Overall, the line is simple, catchy, and easy to process, making it especially effective for OOH, where people have only a few seconds to see and understand the message.

PRINT PLACEMENT:

Complex Magazine’s Summer Edition is a quarterly, limited-edition collectible publication.

Complex magazine 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 Finding a good print placement is tricky for Gen-Z because print is often seen as outdated.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 sneaker-heads are already likely to be looking at this magazine, as the audience for Complex magazine and the audience for the Foot Locker truck are very similar.

OOH PLACEMENT:

Street posters and large-format billboards in high-traffic areas. Specifically in major metro cities where these events will take place, such as LA, Chicago, and NYC.

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Large-format billboards and wallscapes will be placed within a 1–3 mile radius of major event venues (e.g., Grant Park for Lollapalooza, World Cup stadium zones). Street-style posters will be concentrated in high-foot-traffic neighborhoods surrounding events, including areas with a 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