

COMPREHENSIVE EXAM:

FOOT LOCKER

CREATIVE BRIEF

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FOOT LOCKER: CREATIVE BRIEF

I. OVERVIEW + PURPOSE

- A. Foot Locker is launching an immersive pop-up experience at major music festivals and sporting events across the nation beginning summer 2026. Hitting 11 major cities including Los Angeles, Chicago, Atlanta, Boston, Dallas, Houston, New York, New Jersey, Philadelphia, San Francisco Bay Area, and Seattle, each stop will showcase new apparel and limited sneaker releases. Think a sneaker truck, reimagined as a cultural street kitchen.
- B. During these festival and sporting events, city natives will have access to new sneaker releases available for purchase first-hand along with experiencing live music, food, giveaways, and meeting some special guests.
- C. With Foot Locker using a new model under Dick's Sporting Goods, "The Foot Locker Kitchen" was strategically developed to continue its legacy of bridging the sneaker, music, and sports-lover communities, specifically to expand visibility amongst Gen-Z event goers, boost brand loyalty and affinity, and increase sales.

II. BACKGROUND

- A. Founded in 1974, Foot Locker has grown to become one of the leading brands at the intersection of sports and culture. Its mission is reflected in its commitment to championing authenticity, sneakers, apparel, athletics, and culture. Through this, Foot Locker has achieved success by expanding its portfolio and opening over 2,000 stores globally.

III. GOALS

- A. Increase Sales

Due to a decline in sales, in 2025, omni-channel retailer Dick's Sporting Goods, acquired the Foot Locker Business for \$2.4 billion. While DSG will still have Foot Locker stores run independently, the goal is to accelerate the business by changing its infrastructure.

B. Sustain Brand Visibility

Foot Locker stores are beginning to close across the country under merging processes with Dick's Sporting Goods. While the brand has been prominent in sneaker community and has strong brand identity, the goal is to now sustain its cultural relevancy by making sure target audiences are still being reached and expanding.

IV. TARGET AUDIENCE

- A. Foot Locker presents a strategic opportunity to deepen engagement with a younger, more culturally driven consumer base. This campaign specifically targets Generation Z (ages 18–29), a demographic that values authenticity, community, and culturally relevant brand experiences.
- B. Sneaker enthusiasts and event-goers who are deeply connected to the intersections of sports, music, and streetwear culture are experience-oriented and socially engaged, often attending festivals, pop-ups, and local activations that reflect their personal identity and interests.
- C. Additionally, people with a strong sense of cultural pride that influences both their purchasing behavior and brand loyalty. As a result, the campaign focuses on engaging consumers in major metropolitan hubs such as Los Angeles, New York, Chicago, and Atlanta, where these cultural ecosystems are most prominent.

V. KEY MESSAGE(S)

- A. "Where Culture Meets the Moment and Feeds the Sole."
- B. "Moments Served Fresh. Good for the Sole."
- C. #FLGoodfortheSole

VI. AD SPACE

- A. OOH elements: Billboards, bus shelters, and flyers

Billboards, bus shelters, and flyers contribute to brand awareness by targeting local markets and driving consumer action. It creates intentional, cultural alignment specific to each city/stop. For instance, using city pride and unique elements as a tool for cultural relevance

B. Online, Social Media Ads: Instagram, TikTok, Snap

Social media ads are effective by hyper-targeting the Gen-Z consumer and meeting them where they are-- social media! Running ads on Instagram, TikTok, and Snap will create strong reach in hopes of conversion in following and traffic across owned media channels.