



CREATIVE BRIEF

PROJECT NAME:

“THE FOOT LOCKER KITCHEN”

LAUNCH DATE:

07/04/2026

BACKGROUND

Founded in 1974, Foot Locker has grown to become one of the biggest brands led by sports and culture. Foot Locker’s mission is showcased through the victorious efforts of championing authenticity, sneakers, apparel, athletics and culture. With this, Foot Locker has garnered success by expanding its portfolio, and has opened over 2,000 stores globally.

AD SPACE

- Out-of-Home: Billboards and Bus shelters
- Online, Social Media Ads: Instagram, TikTok, Snap

Billboards and bus shelters contribute to brand awareness by targeting local markets, and driving consumer action. It creates that intentional cultural alignment specific to each city/stop.

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.

KEY MESSAGING

- “Moments Served Fresh. Good for the Sole.”
- #FLGoodfortheSole

CONTACT INFORMATION:

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OVERVIEW + PURPOSE

Foot Locker is launching an immersive, sensory 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.

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.

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 most importantly increase sales.

GOAL

- Increase Sales
- Sustain Brand Relevancy

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 it’s infrastructure with increased demand

.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.

TARGET AUDIENCE

- 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.
- 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.
- 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.