

PAID Media

Creative BF

Target Audience: Gen Z "Hype-Chasers" (Ages 16–26) Digital natives attending high-energy 2026 events like the FIFA World Cup and Lollapalooza. This demographic prioritizes "access over ownership" and values the social currency of a limited-edition "drop" over traditional transactions. According to a 2025 Piper Sandler survey, Gen Z consumers report strong resistance to traditional hard-sell advertising.

Media Strategy

- **Hyper-Local OOH:** Geofenced digital billboards near stadiums and festival grounds, displaying a "Live Distance Tracker" to the truck.
- **Influencer Integration:** Real-time "unboxing" streams from the truck roof by local lifestyle influencers.
- **Mobile Navigation (Google Maps):** Sponsored brand Pins and rerouting alerts to intercept fans traveling to event venues.
- **Digital "First-Look" (TikTok TopView / IG Reels):** Full-screen, unskippable video ads triggered upon app open to create massive "Launch Day" awareness.
- **Interactive AR "Solemate Matchmaker" (Snapchat/Instagram):** A personality-driven selfie filter that matches users with their perfect truck-exclusive limited edition, allowing for AR try-on and driving traffic to the truck's location.

Campaign Goal

The primary goal is to drive immediate sales of limited-edition releases while increasing brand engagement. We aren't just selling a shoe; we are selling the story of how they got it. Success is

measured by sell-through rates at the truck and the volume of User-Generated Content (UGC) tagged with #FindTheDropMobile.

Brand Perception:

- **Current:** Foot Locker is seen as a reliable, mall-based retailer. It's where you go if you're already at the shopping center.
- **Desired:** Foot Locker is seen as a fluid, culture-leading catalyst. We want the audience to perceive the brand as an active participant in their lifestyle, appear exactly where the action is, as agile and hyped as the sneakers it sells.

Why Do We Need This Ad?

CNBC reported in 2025 that Foot Locker faced concerns about corporate perception following the acquisition. With FIFA projecting more than 5 million attendees at the 2026 tournament, the brand cannot afford to remain passive. This ad proves that Foot Locker is using its new operational scale to become more niche and ambitious, not more boring. By bringing the "drop" directly to the year's biggest cultural moments, we reclaim our status as the agile authority in sneaker culture, proving we are just as hype-driven and trend-responsive as the audience we serve.

References

CNBC. *Dick's Sporting Goods' house-of-sport stores aim to reinvent retail.* October 23, 2025. <https://www.cnn.com/2025/10/23/dicks-sporting-goods-house-of-sport-stores.html>

FIFA. *FIFA World Cup 2026 Socioeconomic Impact Analysis.* <https://digitalhub.fifa.com/m/152f754a8e1b3727/original/FIFA-World-Cup-2026-Socioeconomic-impact-analysis.pdf>

Piper Sandler. *Piper Sandler completes 49th Semi-Annual Taking Stock With Teens® survey.* <https://www.pipersandler.com/news/piper-sandler-completes-49th-semi-annual-taking-stock-teens-survey>

“Street-style promotional poster for Foot Locker and DICK’S Sporting Goods featuring a solar-powered sneaker truck labeled ‘The Drop Mobile,’ neon green energy beam connecting the truck to a glowing sneaker outline with a red question mark, urban brick wall background with distressed textures, graffiti-style arrows, cinematic lighting, high contrast, gritty street-art aesthetic” prompt, OpenAI DALL·E, 2026 version, OpenAI, March 2026, <https://openai.com/dall-e>

“Vertical bus shelter campaign poster for Foot Locker and DICK’S Sporting Goods featuring a solar-powered sneaker truck labeled ‘The Drop Mobile,’ nighttime festival crowd background, floating limited-edition sneakers, neon green circular energy trail symbolizing renewable power, bold headline reading ‘THE FUTURE IS MOBILE. THE SOLE IS RENEWABLE.’ QR code labeled ‘TRACK THE ROUTE,’ cinematic lighting, high contrast, gritty street-photography aesthetic, urban texture overlay” prompt, OpenAI DALL·E, 2026 version, OpenAI, March 2026, <https://openai.com/dall-e>

“Large-scale urban wild posting collage for Foot Locker x DICK’S Sporting Goods featuring three torn street posters, distressed textures, graffiti typography, worn sneaker close-up, deconstructed sneaker forming Mobius loop with neon green energy, black-and-white drop truck image, QR code, solar-powered sneaker truck in foreground, gritty mixed-media collage aesthetic, high contrast, street-art realism” prompt, OpenAI DALL·E, 2026 version, OpenAI, March 2026, <https://openai.com/dall-e>