

## Creative Brief

Target audience: Gen-Z event-goers; particularly college students who attend school near venues for major music and sporting events around the country this summer. Regardless of gender, they will be fashion forward, and may have an interest in sports, though that is not necessary. These people may be “sneaker heads”, and will be caught up to current fashion trends regarding shoes. They may follow athletes on social media, particularly fashion forward athletes like Naomi Osaka or Shai Gilgeous-Alexander. They’re people who like putting outfits together and are on their feet for hours.

Where will this ad appear: Billboards and bus shelters near college campuses in major cities, especially campuses that are near the venues. For example, USC will be an important site due to its proximity to venues like [Crypto.com](#) Arena, BMO Stadium, SoFi Stadium, and the Coliseum.

What is the goal: Bring awareness to the mobile pop-up activation happening at the major events, and turn the awareness into engagement with the Foot Locker sneaker truck. The biggest goal is to drive sales up for the sneakers sold from the truck.

What is the current perception of the brand vs the desired perception of this ad?: The current perception of Foot Locker is that it’s a convenient place to shop for shoes in person, mostly located in shopping malls. They also carry limited apparel. However, most people, especially Gen Z, tend to shop online, and on direct retailers’ websites like Nike and Adidas. Plus, shopping malls are a dying breed. By showing up where these cultural events are, Gen Z will perceive Foot Locker as a company that is up with the times and an active part of sneaker and fashion culture, rather than a simple seller. It will also remind them that it’s a great secondary retailer for those who are not brand loyal, or don’t exactly know what kind of shoes they’re

looking for.

Why do we need this ad?: The event-goers may not be aware that this mobile activation is happening. To ensure the most amount of attention on this campaign, the ads will help drive engagement.

### Advertising Tagline

Tagline: Put your best foot forward.

This tagline will be for this specific campaign. It will be on out of home advertisements, such as billboards and bus shelters, and will be on the sneaker truck itself. The billboards and bus shelters will be around university campuses near the venues of major events, such as USC. This is to ensure that the target audience of Gen Z event-goers, with the niche of university students, will see the ad campaign, and hopefully interact with the activation at the events.

Strategy note: The tagline is a play on an already existing expression. To put your best foot forward means you want to give yourself the best chance or shot at something. However, taking the phrase more literally, you wear shoes on your feet and walk with them on, whether that's forward or backward. In this case, forward is the direction chosen because you want to be towards the future, not the past. This tagline aligns with Gen Z event-goers who are also university students, because not only do they want to look their best at events to post on social media, they also want to give themselves the best chance to land a job or get that internship at school. By wearing the latest and greatest shoes, they're literally and figuratively putting their best foot forward.