

## Creative Brief

### **Who is the target audience?**

- Gen Z event-goers, specifically music festival attendees, who spend their money on shoes and fashion-forward sneakers.
- Charli xcx Gen Z pop fans (late teens to mid-20s), who enjoy the club and electronic scene, are trend-conscious, chronically online, involved in the LGBTQ+ community and generally culturally progressive.
- Djo (Joe Keery) Gen Z indie fans (late teens to early 30s), who enjoy psychedelic and alternative music, lean toward alternative fashion, discover music through trending TikTok tracks and religiously watch Stranger Things.

### **Where will this ad appear?**

- Out-of-home placements include billboards, street murals, buses and bus shelters, and Metro stations. Online placements include TikTok, Instagram, Spotify and Snapchat. Print media placements include magazines.

### **What is the goal?**

- The goal of this campaign is to increase awareness of DICK'S limited-time Charli xcx and Djo-themed sneakers at their new sneaker truck mobile activation. The pop-up launches at the Summer 2026 Outside Lands music festival, where Charli xcx and Djo are headlining.
- The campaign will also increase sales of DICK'S footwear by targeting specific audiences and capitalizing on current social and cultural trends.

### **What is the current perception of the brand vs the desired perception of this ad?**

- DICK'S Sporting Goods is perceived as a trusted retailer offering a broad selection of athletic and active-lifestyle gear. The brand has an established community of young athletes and families across a range of budgets, supported by various initiatives and diverse product offerings.
- The Outside Lands collaboration helps DICK'S diversify beyond its traditional sports retail image and be perceived as a Gen Z-aligned brand that thoughtfully participates in music, festivals,

fashion and sneaker culture. The limited Charli xcx and Djo-inspired drops position the company as experiential, trend-focused and culturally relevant.

**Why do we need this ad?**

- This ad helps DICK'S offer something no other brand has and creatively positions it in popular culture, with the short and long-term benefit of increasing consumer awareness and likability of DICK'S products. Embedding itself within a highly regarded fan experience, such as Outside Lands, allows the company to compete with streetwear-focused retailers and build long-term loyalty with Gen Z.