

## Advertising Headline/Tagline

- DICK'S x OUTSIDE LANDS: *Meet Us at the Golden Gate Truck*

### **Ad Placements**

#### OUT-OF-HOME

- Billboards on US 101 and I-80 (SF and LA)
  - Targets Gen Z commuters and festival travelers driving into San Francisco.
- Street murals in Silver Lake (LA) and the Mission District (SF)
  - Reaches indie Gen Z audiences in culturally influential neighborhoods.
- Bus wraps and bus shelters in San Francisco
  - Targets festival attendees traveling around the city from June to August, with increased presence during Outside Lands weekend.
- BART (SF) and LA Metro stations
  - Captures transit-heavy Gen Z traveling to events and work, with repeated exposure to the ad throughout the summer and during festival weekend.

#### ONLINE AND DIGITAL

- Paid TikTok feed ads
  - Targets music-driven Charli xcx and Djo fans using trending audios, encouraging user-generated content.
- Instagram reels and stories
  - Reaches fashion-seeking Gen Z audiences who use Instagram to plan festival outfits, capitalizing on Charli xcx and Djo aesthetics.
- Spotify homepage takeovers
  - Targets music streaming users by connecting song-inspired sneaker designs and names with artists' top tracks, garnering excitement ahead of headlining performances.
- Snapchat map ads

- Reaches real-time festival attendees by using location services to direct fans to the DICK'S Golden Gate Truck.

### PRINT MEDIA

- Rolling Stone summer-festival issue (back cover)
  - Gives DICK'S credibility with music and festival culture and increases awareness among Gen Z audiences planning their summer.
- Los Angeles Times entertainment issue (music page section)
  - Targets LA Times digital users who enable email and social media alerts, as well as print copies on newsstands that garner excitement for big-name artists and unique product offerings.
- San Francisco Chronicle Bay Area issue (front cover)
  - Targets SF locals planning Outside Lands schedules, featuring the Golden Gate Truck as a certified festival activation by using trusted city event coverage.

### **Strategy note**

The tagline, **DICK'S x OUTSIDE LANDS: *Meet Us at the Golden Gate Truck***, aligns with Gen Z festival-goers by clearly inviting them into the new brand partnership. “Meet Us at the Golden Gate Truck” uses Gen Z online language with a casual rather than corporate tone. It also creates excitement around a shared community action, supporting the campaign goal of increasing foot traffic, where fans can purchase and wear the sneakers in real time or place online orders. The “Golden Gate Truck” name incorporates the San Francisco landmark, Golden Gate Park, where Outside Lands takes place. Physically having to “meet” DICK'S at the truck creates urgency to access the limited Charli xcx and Djo sneakers, turning them into Outside Lands 2026 memorabilia that fans can connect with. The two-part tagline also works strategically across various ad placements, as each line can stand alone or together depending on the graphic design and available space.