

Creative Brief

Who is the target audience? Why?

- The target audience for the Foot Locker Drop Zone is Gen Z event-goers. Gen Z's interest in sports fandom increasingly overlaps with music, fashion drops, and creator culture. Gen Z is not just a generation of consumers; they drive trends and culture. As the first generation to be raised primarily with online sales and advertising, they thrive on being different. By offering exclusivity to these limited items and by providing a physical activation, they will use the moment to spread awareness online. Gen-Z post activations, products, and content allow them to self-express online. By giving them an activation, they can film and post, build awareness, and provide free advertising to their peers. They are also on track to be the generation with the highest spending growth.

Where will this ad appear, Why?

- The ads will appear online and in OOH. The ads will appear online, since Gen Z spends most of their time there. These ads will sit on Instagram, TikTok, and YouTube, as they are the most used social media platforms for Gen Z. Over half of Gen Z use social media to explore brands, and they're 31% more likely than average to use vlogs to find information on a company." (Walsh, 2025) The OOH ads will double as paid ads on social media channels. These ads are more vague and will pique curiosity. Given the aesthetic of OOH ads, they are likely to attract consumer attention.

What is the goal?

- The goal is to attract new customers and increase brand awareness. Foot Locker and DICK'S Sporting Goods are big names in sneaker and athletic apparel. While most Gen-Z prefer to shop online, they still shop what is in front of them. Gen-Z is not only the largest generation in history, but its spending power is also expected to reach \$12tn by 2030. (NielsenIQ) By increasing awareness with Gen Z, you are building long-term loyalty with these consumers.

Elizabeth Gutierrez

Why do we need this ad?

- The ad is necessary to drive attention and increase awareness among Gen Z, and build loyalty and curiosity. The ads are intended to attract audiences with the vibrancy of the colors and the relatability of the images. The ad is driving audiences to the site and building anticipation for the mobile activation.