



Footlocker The UUUP Truck Creative Brief

- Who is the target audience? Why?
 - Gen Z event-goers and sneaker enthusiasts: ages 18-35, with disposable income, highly active on social media, enjoy large events and unique experiences, and value self-expression through sneakers
 - *Why:*
 - This audience is highly engaged with sneaker culture as a form of personal identity and style
 - Many attend large cultural events such as music festivals and major sporting events where fashion, music, and sports culture intersect
 - Because sneakers often serve as a form of personal expression for this generation, they are more likely to engage with experiential campaigns like the UUUP Truck

- Where will this ad appear (i.e., OOH, online, print media, etc.)? Why?
 - OOH advertising near downtown areas, college campuses, and event venues, supported by social media promotion
 - *Why:*
 - Downtown districts and campus areas have high foot traffic from the target audience, which helps generate curiosity and awareness for the UUUP Truck experience
 - These locations are commonly visited by trend-conscious young consumers

who are likely to be interested in sneaker culture

- Social media platforms such as TikTok and Instagram allow Foot Locker to amplify the campaign by sharing live moments, sneaker drops information, and fan interactions from the UUUP Tour

- What is the goal? (i.e., increase awareness, sell product, improve image)?
 - Get consumers to participate in the UUUP Truck experience, either by purchasing sneakers or engaging in on-site activities
 - Build stronger brand engagement with Gen Z consumers
 - Position Foot Locker as a cultural hub that celebrates sneaker culture, creativity, and self-expression

- Why do we need this ad?
 - Sneaker culture today is driven by community experiences, live events, and social sharing. Traditional retail alone is not enough to reach younger audiences who engage with brands through culture and experiences
 - The UUUP Truck allows Foot Locker to bring sneaker culture directly to major events and urban spaces, creating excitement around exclusive drops while unlocking more 'inner sneakerhead' to participate in the culture