

Strategy Note

The objective of this infographic is to focus on the financial status and overall health of Dick's Sporting Goods. Contrary to the other elements within this project that focus on various aspects: increasing brand awareness through enticing Gen Z styled OOH elements, culturally resonate with Gen Z as an outspoken social advocate, and providing an analysis of Dick's Sporting Goods with strategic analysis that will help them resonate more with the Gen Z demographic, this infographic was created to visually show Gen Z (and others) that Dick's is a successful company that is continuing to grow. This strategic brand-aligned messaging was created as a way to instill confidence within those who may be skeptical about how well Dick's is doing financially and allow consumers to see that although many of the companies in this market category are no longer in business, Dick's will continue to grow and be here for all of your sporting goods needs.