

References

Creative Brief & Advertising Tagline

AI Usage:

OpenAI. (2026, March 21). "The truck will sell limited sneaker releases in a blind box _____ give details on how the blind boxes will work. Talk about how boxes will be organized based on exclusive collections." prompt. ChatGPT-5 mini model, 21 March 2026 version. chat.openai.com/chat.

OpenAI. (2026, March 21). "Boxes will be organized into exclusive brand drops, with each box containing a randomly selected pair from curated Nike, Jordan, or Adidas releases. This activation will launch summer 2026, 4th of July weekend, and be featured at major music and sporting events around the country this summer, such as Lollapalooza and FIFA World cup. Add a sentence saying there will be exclusive event shoes that will be part of mystery boxes." prompt. ChatGPT-5 mini model, 21 March 2026 version. chat.openai.com/chat.

OpenAI. (2026, March 21). "Edit this to make it stronger: This ad is needed to alert the public about the mobile pop-up experience. We want this event to be a highly talked about event that many people want to go to. In order to make this happen, we need to ensure that there is a large amount of advertising so that people know where the activation will be taking place." prompt. ChatGPT-5 mini model, 21 March 2026 version. chat.openai.com/chat.

AI Image:

OpenAI. (2026, March 22). Kick Vault Truck Image. "Do a mock up of a Kick Vault truck visual. Oh, we are close! Love the Kick Vault design. Just need to clean up the wording. Remove the QR Code, add the Dick's Sporting Goods Logo, Footlocker Logo, change Limited Drops. No peeking. Rare Kicks. Random Picks. Everything else keep the same. Use red to heighten the Footlocker brand. just make visual changes - Remove the QR Code, add the Dick's Sporting Goods Logo, Footlocker Logo, change Limited Drops. No peeking. Rare Kicks. Random Picks. The design should be tied to the brand colors of Dick's and Foot Locker. Go back to the first design and just make visual changes - Remove the QR Code, add the Dick's Sporting Goods Logo, Footlocker Logo, change Limited Drops. No Peeking to Rare Kicks. Random Picks. The design should be tied to the brand colors of Dick's and Foot Locker. We are so close with this visual you created. Fix the Dicks Sporting Goods and Foot Locker Logo. Make Kick Vault two words. Everything else works. Need to simplify. Too much wording, remove "unlock the heat," "gold vault," "black vault" and "what's in your vault." Underneath Kick Vault add Rare Kicks. Random Picks. all red. WE ARE SOOOO CLOSE!! Let's not use green lines and re-add the boxes with question marks on them." prompt. ChatGPT Plus, 22 March 2026 version. chat.openai.com/chat.

Media Analysis Report

Dick's Sporting Goods Inc. (2026, March 12). *Dick's Sporting Goods Reports Fourth Quarter and Full Year 2025 Results* [PDF].
https://s27.q4cdn.com/812551136/files/doc_financials/2025/q4/4Q25_DKS-Earnings-Release.pdf

Fonrouge, G. (2026, March 12). *Dick's Sporting Goods issues weak profit guidance as Foot Locker merger weighs on bottom line*. CNBC.
<https://www.cnbc.com/2026/03/12/dicks-sporting-goods-dks-earnings-q4-2025.html#:~:text=Dick's%20Sporting%20Goods%20issues%20weak,merger%20weighs%20on%20bottom%20line&text=Dick's%20Sporting%20Goods%20saw%20a,its%20acquisition%20of%20Foot%20Locker>

Hejl, A. (2026, March 13). *Why Dick's (DKS) stock is falling today*. Yahoo Finance.
<https://finance.yahoo.com/news/why-dicks-dks-stock-falling-204958581.html>

Hughes, T. (2026, March 14). *Dick's Sporting Goods could be ready for another breakout*. Yahoo Finance. <https://finance.yahoo.com/news/dick-sporting-goods-could-ready-150900605.html>

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<https://finance.yahoo.com/news/dick-nyse-dks-q4-cy2025-111936613.html>

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https://finance.yahoo.com/quote/DKS/earnings/DKS-Q4-2026-earnings_call-409906.html

Zacks Equity Research (2026, March 12). *Dick's (DKS) reports Q4 earnings: what key metrics have to say*. Yahoo Finance.
<https://finance.yahoo.com/news/dicks-dks-reports-q4-earnings-133003260.html>

AI Usage:

OpenAI. (2026, March 18). "Write me an introductory paragraph for a media analysis report. I want to talk about how the Q4 and 2025 full year report was out and people had mixed feelings. People were excited about the 2025 year but people worried about the 2026 projection" prompt. ChatGPT-5 mini model, 18 Mar. 2026 version. chat.openai.com/chat.

OpenAI. (2026, March 18). "In another Yahoo Finance article, Dick's Sporting Goods Could Be Ready for Another Breakout the sentiment is hopeful that the concerns about the 2026 guidance will be subsided in the later half of the year. The article acknowledges that while integrating Foot Locker has required significant effort, the impact of the company's work is not fully apparent yet. Additionally, Dick's expected \$14 at the midpoint of its adjusted EPS range for 2026 falls below the consensus of \$14.83 by MarketBeat. However, it is believed that once integration costs are fully absorbed, which seems to be at the end of 2026, Dick's will experience growth and profitability that exceed what the guidance and forecasts predict. Improve this" prompt. ChatGPT-5 mini model, 18 March 2026 version. chat.openai.com/chat.

OpenAI. (2026, March 18). “I want to say Dick’s does not want to have Foot Locker be another failed retail acquisition, or like join the millions who failed” prompt. ChatGPT-5 mini model,, 18 March 2026 version. chat.openai.com/chat.

All in for Sustainability: Where Every Play Counts Infographic

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Dick’s Sporting Goods. (2022). *2022 purpose playbook.*

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AI Usage:

OpenAI. (2026, March 15). “Answer this, add a strategy note (75+ words) explaining the objective of the infographic and how the messaging strategically aligns with the brand. talk about how the objective for infographic is to show Dick's sporting goods sustainable efforts” prompt.

ChatGPT-5 mini model, 15 Mar. 2026 version. chat.openai.com/chat.

SWOT Analysis & Strategic Insights

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<https://mitsloan.mit.edu/ideas-made-to-matter/how-dicks-sporting-goods-stores-are-thriving-a-digital-world>

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AI Usage:

OpenAI. (2026, March 21). “Make this sound better: On average, Gen Z talks about shoes 69,000 times a month, and of these conversations, sneakers are a main talking point as it is a top-selling product among this generation.” prompt. ChatGPT-5 mini model, 21 Mar. 2026 version. chat.openai.com/chat.

OpenAI. (2026, March 21). “Edit this to sound stronger Dick’s Sporting Goods, who already loves creating experiential retail experiences should think about creative ways to do a pop-up or brand activation. The company already does not stick to a traditional retail experience, so doing a pop-up or brand activation would be on brand.” prompt. ChatGPT-5 mini model, 21 Mar. 2026 version. chat.openai.com/chat.