



CONTENT GAME PLAN

Frank Igrec - Brand Director





A young child dressed as Batman stands in the foreground, wearing a black cowl with pointed ears and a black cape. The child is pointing their right hand towards the camera. Behind them is a large, dark blue Batmobile with a prominent bat-shaped wing on the back. The scene is set on a paved surface with some yellow markings. The text "CLARITY & FOCUS" is overlaid in white, bold, sans-serif font on the left side of the image.

CLARITY & FOCUS

A black and white photograph of a muscular man, likely a bodybuilder, performing a cable exercise. He is shirtless, showing his well-defined chest and arm muscles. He is holding a handle with both hands, pulling it towards his chest. His facial expression is one of intense effort, with his teeth bared and eyes focused. The word "GREAT" is superimposed in large, bold, white capital letters across the center of his chest. The background is a plain, light-colored wall with some structural elements visible.

GREAT



OVER **HYPED**



Dick's Sporting Goods: Corner Kick



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LAUNCH PR



BUY YOUR VIEWS
LAUNCH PR
GET WRAPPED UP IN MARKETING





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CONTENT

CONFUSION



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HALFTIME

1



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GALLERY OF HONOR

BAUER
17

MAJOR
9

RENOHORN
19

Arsenal CANNON CORNER

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CONTENT

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HALFTIME

1



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GALLERY OF HONOR

17

9

19

Arsenal CANNON CORNER

A close-up photograph of a coach and a player on a football field. The coach, on the left, is wearing a blue cap and a headset with a microphone, looking towards the player. The player, on the right, is wearing a blue jersey and looking off to the side with a focused expression. The background is a blurred stadium filled with spectators.

WHAT DO YOU WANT TO SAY?

INVENT A NEW WAY



A woman with dark hair is shown from the chest up, performing a pull-up on a horizontal bar. She is looking upwards with a focused and slightly strained expression. Her arms are extended upwards, gripping the bar. The bar has white tape wrapped around the sections where her hands are. The background is a dark, textured wall.

IT'S THAT EASY



**WE BELIEVE
SPORTS MAKE
PEOPLE BETTER.**

OUR BELIEF IN ACTION

Acting on our belief that sports matter is what keeps our customers coming back. We live this philosophy every day by inspiring, supporting and equipping athletes. We speak from the heart and are invested in their goals because at the end of the day, their success generates ours.

These tenets are the foundation of everything we do
at DICK'S Sporting Goods.

INSPIRE

We share stories that celebrate the athlete's journey.

SUPPORT

We support athletes and their communities to play sports.

EQUIP

We curate, recommend and offer the equipment for athletes to improve and reach beyond their potential.

**PUSH THE ENVELOPE
TAKE RISKS
ALIGN WITH PARTNERS**



**RESONATE WITH CONSUMER
SERVE A PURPOSE**



CASE STUDY: **HELLWEEK**



12:35 ET

WELLS
FARGO

ESPN

30 LIVE

CHICAGO
COMEBACK?

CHAMPS
STAY ALIVE

BARNABY
LIVE

KOBE TALKS
WITH MAGIC

YANKEES
BLUE JAYS

KIPER JR. vs
McSHAY



PRESENTS

HELL WEEK



PRESENTS

HELL WEEK

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Sports Matter

At DICK'S Sporting Goods, we believe that sports contribute to a better world and that people who take part in them learn essential life skills like leadership, discipline and integrity. We believe that people who participate in sports understand the importance of building healthy relationships....



The image features a complex, multi-layered circular structure that resembles a futuristic tunnel or a high-tech vault. The structure is composed of various metallic rings and segments, some of which are illuminated with a bright blue light. In the center of the structure is a glowing red sphere. Overlaid on this central sphere are the letters 'SC' in a bold, yellow, sans-serif font. The overall aesthetic is high-tech and futuristic, with a strong emphasis on geometric shapes and vibrant colors.

SC

**WHAT DO YOU WANT TO SAY
HAVE PURPOSE
DON'T MARKET YOUR MARKETING
TAKE RISKS**

