

# **BRAND STORYTELLING: THREE OOH ADVERTISEMENTS**

- 1. BUS SHELTER AD FOR FIFA WORLD CUP**
- 2. BILLBOARD FOR OUTSIDE LANDS MUSIC FESTIVAL**
- 3. BENCH AD FOR AFTERSHOCK MUSIC FESTIVAL**

**JESSICA PHAN**



# 1. BUS SHELTER AD FOR FIFA WORLD CUP

**Placement:** Outside of venues  
hosting FIFA World Cup games  
this summer

**Target:** local Gen Z, soccer fans,  
sneakerheads

IMAGE FROM DICK'S SPORTING GOODS



**NEW KICKS  
FOR KICKOFF.**

**FOOT LOCKER SNEAKER TRUCK  
HARD ROCK STADIUM 07.03.2026**

**DICK'S**  
SPORTING GOODS

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The advertisement is a vertical poster mounted on a metal frame. It features a photograph of soccer players' legs and feet. In the foreground, a player's foot in a bright neon green Nike sneaker is positioned over a white soccer ball with red and blue patterns. Other players in the background wear orange and green sneakers. The background of the photo shows a grassy field and a stadium setting. The text is overlaid on the image in white and green colors.

## 2. BILLBOARD FOR OUTSIDE LANDS MUSIC FESTIVAL

**Placement:** in San Francisco, primary around Gen Z populated areas like colleges, local music venues, coffee shops, and bars

**Target:** local Gen Z, fans who are attending Outside Lands Music Festival, sneakerheads



IMAGE GENERATED WITH GEMINI AI

**BARRICADE BEATERS,**

**365.**

**FOOT LOCKER  
SNEAKER TRUCK @ OUTSIDE LANDS**

**DICK'S**  
SPORTING GOODS

# 3. BENCH AD FOR AFTERSHOCK MUSIC FESTIVAL

**Placement:** in Sacramento, primary around Gen Z populated areas like colleges, local music venues, coffee shops, and bars

**Target:** local Gen Z, fans who are attending Aftershock Music Festival, sneakerheads



IMAGE FROM AFTERSHOCK MUSIC FESTIVAL

# MOSH PIT SURVIVAL KIT

DANNY WIMMER PRESENTS  
DISCOVERY PARK, SACRAMENTO, CA OCT 1-2-3-4, 2026

## AFTERSHOCK

**DICK'S**  
SPORTING GOODS

@ FOOT  
LOCKER  
SNEAKER  
TRUCK

