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Comprehensive Exam 2026: DICK'S Sporting Goods SHARED

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### Infographic

#### **Strategy Note**

The objective of this infographic is to visually communicate DICK'S Sporting Goods' commitment to sustainability in a concise, digestible format that aligns with modern consumer expectations, especially among Gen Z. The messaging focuses on tangible actions rather than vague claims, which helps build credibility and trust. Strategically, the infographic reinforces DICK'S Sporting Goods' brand mission of supporting athletes by linking sustainability to the future of sport. By highlighting initiatives such as gear recycling and youth access, the brand positions itself as both environmentally and socially responsible. The strong visual hierarchy ensures the content is optimized for quick consumption on social media and in-store displays, making it effective for driving awareness and shifting brand perception.