

## Citations- General Research

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- "How can I strengthen this strategic insight recommendation, ensuring that it highlights a strategic initiative title, rationale, and KPI?" prompt. CHATGPT, 5 Mar. version, OpenAI, 16 March 2026, chat.openai.com/chat.

“How should I integrate Headlines and subheads into this blog post” prompt. CHATGPT, 5 Mar. version, OpenAI, 16 March 2026, [chat.openai.com/chat](https://chat.openai.com/chat).

“How should I structure a thought leadership piece on behalf of DICK’s Sporting Goods that explores the importance of sustainability in the sports retail and footwear sector” prompt. CHATGPT, 5 Mar. version, OpenAI, 19 March 2026, [chat.openai.com/chat](https://chat.openai.com/chat).

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“What are the top priorities Gen Z consumers value in a brand?” prompt. CHATGPT, 5 Mar. version, OpenAI, 19 March 2026, [chat.openai.com/chat](https://chat.openai.com/chat).

“What are ideas for using the power of sport to educate consumers on climate change and adopting more sustainable habits?” prompt. CHATGPT, 5 Mar. version, OpenAI, 19 March 2026, [chat.openai.com/chat](https://chat.openai.com/chat).

### **Citations - Images**

“Please create an image that looks like a Foot Locker ad featuring the bottom/ side of a limited edition sneaker kicking the 2026 FIFA World Cup soccer ball.” prompt, ChatGPT, 5 Mar. version, Open AI, 20 March 2026, [chat.openai.com/chat](https://chat.openai.com/chat).

“Referencing this image, please create a picture of someone kicking a soccer ball into the FIFA World Cup trophy ” prompt, ChatGPT, 5 Mar. version, Open AI, 19 March 2026, chat.openai.com/chat.

“Please create an image of a Foot Locker/ DICK’s Sporting Goods branded truck selling shoes located outside of Sofi Stadium with a soccer ball flying over the truck” prompt, ChatGPT, 5 Mar. version, Open AI, 19 March 2026, chat.openai.com/chat.

“Reference this photo of a sneaker truck. Please brand the truck with Foot Locker and Dick’s Sporting Goods and a leaderboard showing Spain, Brazil, Argentina, Mexico, the United States, and England with different scores. In front of the truck, show fans repping all the different countries’ jerseys, cheering on a child kicking a goal. Please have a stadium and other festival activations surrounding” prompt, ChatGPT, 5 Mar. version, Open AI, 19 March 2026, chat.openai.com/chat.