Puma meets Zarrella at DEICHMANN

Jana Ina and Giovanni capture the spirit of spring in the MADE FOR JOY campaign

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Europe’s biggest shoe retailer DEICHMANN is promoting its range of Puma brand sneakers with the support of two powerful endorsers in the current spring/summer campaign. MADE FOR YOU, the Europe-wide campaign featuring Jana Ina and Giovanni Zarrella, is flanked by PR activities and runs in the digital and social media as well as at the POS from 5 February to 3 March 2024.

The Zarrellas have been firm fixtures in the German music and entertainment scene for many years. Jana Ina and Giovanni Zarrella are successful singers, presenters, show hosts and models, and they have fans both as individuals and as a couple. The MADE FOR JOY spring/summer campaign is the duo’s first collaboration with DEICHMANN, and they’re clearly a perfect fit.

“DEICHMANN is our kind of brand – a family brand. The stores sell both everyday shoes and trendy styles. I think everyone should be able to afford the latest fashions, good styles and top brands. So we share their philosophy,” explained Jana Ina. “I also have a very special connection with Puma. My very first football boots as a child were Pumas. DEICHMANN’s new collection includes cool sneakers for the entire family and it’s already in the stores,” added Giovanni.

MADE FOR JOY brings a burst of colour to the final weeks of winter and gets everyone looking forward joyfully to spring and summer. The Zarrellas are the source of that joy – as one of the most versatile celebrity duos around. As well as having bundles of energy, they’re also masters in the art of creative reinvention.

“We’re so happy to have a genuine power couple like the Zarrellas on board. They have such strong presence and charisma yet, at the same time, they’re always friendly and approachable. And they look even more stylish than usual in the brand new Puma collection for DEICHMANN,” commented Sabine Zantis, Chief Marketing Officer at DEICHMANN.

“It’s almost impossible not to be infected by the Zarrellas’ positive vibes,” added Marcel Nawrath, Head of Global Creation & Brand Management at DEICHMANN. “That’s what we’re focusing on in this unique Puma collaboration with Giovanni and Jana Ina, and it’s the reason why we’ve put the motto of joy at the heart of an inspiring campaign that spreads positivity and fun,” continued Nawrath.

The campaign video by Laura Martinova, with Marcel Nawrath as creative director, places the two endorsers right at the centre of its colourful, creative world. The Zarrellas’ mission is to spread joy and the video’s impact is supported by a lively music composition and sound effects. Message clear. Mission complete: DEICHMANN is a source of joy and has the best Puma styles.

The campaign stills reflect the reduced studio atmosphere with their simple yet strong and colourful look and feel. The playfulness spills over into the motifs showing Jana Ina and Giovanni laughing with the children, making faces and being almost as mischievous and excited as children themselves. “We want the campaign to be another testimonial to the fact that you can only find the hottest premium Puma styles – even the ones celebrities wear – for affordable prices at DEICHMANN,” concluded Nawrath. The European footwear retail market leader’s claim “Love the shoe. Love the price.” underlines this aspiration.

MADE FOR JOY engages with families, men and women who have an active, authentic lifestyle and appreciate fashion, quality and great value for money. The “individual muses approach” allows DEICHMANN to engage with a cosmopolitan and fashion-oriented target audience that is reflected by the cast.

The Puma x Zarrella spring/summer campaign was developed in-house under the creative direction of Marcel Nawrath, Head of Global Creation & Brand Management at DEICHMANN. The project manager is Julian Müscher, Senior Marketing Manager Sports Brands at DEICHMANN. Soup Film coordinated the production of the video with Ada Zuiderhoek as producer and Nina Franz as freelance producer. Laura Martinova was campaign director and photographer, Tim Bieker director of photography and Felix Haberkost first assistance director. 86Tales provided the music and sound design, and Lorena Maza was responsible for styling. The media agency is Mediaplus Media 1 GmbH & Co. KG.

MADE FOR JOY runs throughout Europe from 5 February 2024 to 3 March 2024 in the digital and print media (online, display, social media, in-store TV, e-shop, etc.). The commercial was produced as 30s and 20s OLVs and pre-rolls, a 10s TVC reminder, individual online and social formats, as well as bumper ads and stills for the POS, online shop and newsletter. It is flanked by PR activities.

Check it out on YouTube:

Medienkontakt



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DEICHMANN SE, headquartered in Essen, Germany, was founded in 1913 and is still 100% family owned. The corporate group is a market leader in the European retail shoe business and is active in 31 countries worldwide. It employs over 46,000 people and operates over 4,500 branches and 40 online shops. Alongside the DEICHMANN fascia, the company also includes the concepts MyShoes, Dosenbach, Ochsner Shoes and Ochsner Sport in Switzerland, vanHaren in the Netherlands and Belgium, Rack Room Shoes in the USA plus the SNIPES group with stores and online shops in Europe and the USA.