Because we love shoes

DEICHMANN starts out its anniversary year 2024 with a big brand campaign

Essen, 05.02.2024

DEICHMANN is more than just a shoe retailer. We've been supporting our customers at every step and turn for 111 years. We want everyone to be able to afford good shoes – whether they need them for everyday wear, sports or holidays, first steps, milestones or comfort. DEICHMANN is manifesting this vision in a multichannel brand campaign with powerful imagery and starting out the year in a communication-centric way. The campaign appeals to everyone, from the young to the young at heart, from style hunters to sneakerheads – all of whom know they can always count on best value for money. After the strong launch in spring the campaign will be a fixed part of the communication strategy helping to bolster DEICHMANN's position as Europe's #1 shoe love brand.

The new image campaign has been produced in the usual high quality with a strong focus on fresh ideas and humour. The recurring "We want …", not only demonstrates DEICHMANN's confidence, but also their profound understanding of what customers expect and demand from a modern brand. Rather than advertising individual shoes or a specific promotion, the campaign communicates the essence of a brand that always puts the customer at the heart of everything it does. The creative concept complements the marketing plan for the regular seasonal campaigns and promotions, and it adds new emotional appeal to the claim "Because We Love Shoes".

"The DEICHMANN brand has stayed in tune with the times as a dependable partner to people from all walks of life. We want to express that with a fresh, stylish and confident campaign that is destined to be a talking point. It's a testimonial to everyone who already enjoys shopping at our stores and it also engages with people who have drifted away or don't have us on their radar yet," explained Sabine Zantis, CMO at DEICHMANN.

With an impressive selection of brands, the latest trends, modern stores, online shops and, last but not least, great-value prices, DEICHMANN aims to offer the best all-round shoe range for all target demographics. Every campaign touchpoint conveys DEICHMANN's approachability: "We understand your needs and we're there for you – whatever your shoe situation". There are 30″ and 20″ TV commercials, an online video and social media content in various formats, out-of-home motifs, POS elements and supporting PR, both in the home market of Germany and in all of DEICHMANN's other European markets.

"This campaign is also our very first ever DOOH campaign celebrating our target audiences' lifestyles in powerful fashion visuals. And the tongue-in-cheek narrative underlines our brand aspiration to simply offer the perfect shoe at the best possible price to all people, whether they're 18 or 81, fathers or fashion followers," said Andreas Conze, Senior Head of Marketing at DEICHMANN.

This is another campaign developed by the Jung von Matt Hamburg agency, which has been working for DEICHMANN since 2022.

Andreas Conze, Senior Head of Marketing, and Marcel Nawrath, Head of Global Creation & Brand Management, are responsible for the creative direction at DEICHMANN. Production was handled by Tempomedia with Vera Portz as executive producer. Nadia Marquard Otzen directed, Mathieu Plainfossé was DOP, Janine Sametzky handled photography and the experts in charge of styling were

Lorena Maza (international fashion stylist) with Michael Cooper (stylist) and hair & make-up artist Neveen Scello.

The media agency for the German market is Mediaplus Media 1 GmbH & Co. KG.

Check out the video on YouTube:

Medienkontakt



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DEICHMANN SE, which is headquartered in Essen, Germany, was founded in 1913 and is still a wholly owned family company. It is the European footwear retail market leader and active in 31 countries worldwide. The company has over 48,000 employees and operates more than 4,600 stores, as well as 41 online shops. In addition to the DEICHMANN stores the company owns the MyShoes chain, Dosenbach, Ochsner Shoes and Ochsner Sport in Switzerland, vanHaren in the Netherlands and Belgium and Rack Room Shoes in the USA. It also owns the SNIPES Group with stores and online shops in Europe and the USA.