Sparbie and Shoppenheimer on a bargain hunt!

DEICHMANN launches its Black Week social media campaign

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Europe's biggest shoe retail company is using a parody of this year's biggest movie characters to promote this year's lowest prices. What was the entire social media world talking about 2023? You got it! Blockbusters "Barbie" and "Oppenheimer", two movies that generated a massive volume of both brand and user content.

DEICHMANN's Black Week campaign is using the two characters in scenes with meme-like humour to draw consumer attention to prices that have been slashed by up to 50 percent for Black Week. The four clips bring the two most omnipresent lead movie characters of the year into the family retailer's stores. Fashion icon Barbie knows exactly where she can get the best shopping deals as "Sparbie". And even serious scientist Oppenheimer is transformed into laid-back bargain hunter "Shoppenheimer".

"Promotions during Black Week are different than at any other time of the year. To capture the target audience's attention and engage with them, you have to communicate a powerful and emotional insight. Humour is the tool we're using to do that in this campaign," explained Sarah Diemerling, Social Media Manager and Campaign Lead.

Sabine Zantis, CMO at DEICHMANN, added: "We're still focusing on pop culture content in our social media marketing activities. It also worked really well in our last Black Week campaign. The message has to be short and "catchy". We've also managed to create a strong link to existing communication touchpoints with this campaign."

The international campaign runs from 13 to 26 November on TikTok, Facebook, Instagram and YouTube. It primarily targets the Gen Z audience.

A campaign landing page with the shoes featured in the commercial and other models can be found in the DEICHMANN online shop at www.deichmann.com

CREDITS

Creative Director: Eric Wittstock
Production: DOJO Productions GmbH
Producers: Steffi Seinig, Daniela Höller
Director: Julia Mücke
DoP: Christopher Häring
Lighting: Pepi Rieck
Production design: Julia Schaaf
Hair & make-up: Nadin Wagner
Styling: Christina van Zon

Check out the videos on YouTube:

Medienkontakt



Corporate
Communication
Michèle Leyendecker
Presse@deichmann.com

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.