The struggles of a vampire shopping for shoes!

DEICHMANN is launching a Halloween social media campaign featuring Eduard Baka

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Even the most light-shy vampires can shop for new sneakers because DEICHMANN's omnichannel solutions, such as click & collect, offer maximum flexibility to shoe customers across all retail channels. Europe's biggest shoe retail company is putting the spotlight on its services in a fun Halloween social media campaign that is curated to the target audience.

There are all kinds of ways to snap up stylish DEICHMANN shoes, from ship-to-home/store and in-store returns to click & collect! The range of in-store services includes online shopping, in-store collection, in-store returns, and in-store orders. So every customer can shop according to their personal preferences and special Halloween needs!

DEICHMANN has been successful in securing one of Germany's most popular TikTokers for the role of the vampire in the current social media video ad: Eduard Baka. The 60-second video ad shows the 28-year-old, who is known for his dry sense of humor and has more than 1.7 million followers, tackling the shoe shopping problems that vampires face in his usual laconic and hilarious way. After several failed attempts to deliver his online order during daylight hours, the click & collect service, which can also be used after dark, saves the day. As a reward, the friendly sales staff are spared the vampire's bite.

"Despite the fact that omnichannel shopping is a bit of an unwieldy topic, it was actually a lot of fun to implement in a high-profile social media video ad. Halloween was the perfect hook for the target audience and Eduard Baka is a fantastic partner with immense reach and a delivery that is in sync with the target audience tonality," explained Dennis Falk, Head of International Social Media at DEICHMANN.

Martin Sieg, Head of Digital Innovation & Omnichannel Services added, "Our ultimate goal is the seamless integration of our stores and online shop and a convenient, consistent, and personalized shopping experience for our customers. The video ad shows that in a very entertaining way."

The international campaign targets Gen Z users and runs from October 27–31 on TikTok, Facebook, and Instagram.

CREDITS

Production: LUX Productions Munich Producer: Nicola Stäudle Director: Helena Herb DoP: Rebecca Hoeft Lighting: Thorsten Baier Equipment: Laura Neidert Hair & make-up: Anja Schulz-Sembten

Check out the video on YouTube here:

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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.