DEICHMANN’s new A/W campaign BACK TO SCHOOL

urope’s biggest shoe retail company is celebrating the magical moments of the first day back at school after the holidays in its new sport marketing campaign.

Essen, 31.07.2023

DEICHMANN is launching its new brand-name sport shoe campaign just in time for the new school year. BACK TO SCHOOL presents styles by adidas, Nike, Puma and Fila. It is running throughout Europe on diverse media channels (TV, digital and print) and at the POS, from 31 July to 9 September 2023, supported by OOH and PR activities.

The A/W23 campaign BACK TO SCHOOL is all about families, children and teens on the first day back at school after the holidays. It shows all the challenges and the special atmosphere associated with this day. “Going back to school after the holidays is always an exciting time – for the parents and especially for the children and teens. BACK TO SCHOOL focuses on that excitement and shows how DEICHMANN has the perfect shoe for every important moment in life,” explained Marcel Nawrath, Head of Global Creation & Brand Management at DEICHMANN.

The commercial by Valentin Petit is at the heart of the campaign. It’s energetic, hectic and full of fun and anticipation. It starts off by showing short sequences of drinks bottles, sandwich boxes, footballs and sports shoes disappearing into rucksacks. When everything is packed and the shoes are tied, it’s time to go. Cut to the school, where the kids are finally back together again. The TV commercial conveys the carefree mood associated with returning to school and uses vignettes to tell little yet important stories of this special day.

BACK TO SCHOOL celebrates the poetry of everyday life. As always, the DEICHMANN campaign stills and the scenes in the commercial are colourful, warm and engaging. Apparently imperfect and authentic moments are portrayed in a natural light by a camera that is always in the midst of the action.

“The DEICHMANN brand stands for fashion and brands at best-value prices for boys, girls, teenagers and adults. In other words: for everyone,” explained Sabine Zantis, Chief Marketing Officer at DEICHMANN.

The cast puts the focus on personality, naturalness and authenticity. The individual muses approach allows DEICHMANN to engage with a cosmopolitan and fashion-oriented target audience. BACK TO SCHOOL addresses parents with children at school who have an active, authentic lifestyle and value fashion and streetwear, but also want quality and good value for money.

BACK TO SCHOOL was produced entirely on an in-house basis. The person responsible for campaign development and implementation is Marcel Nawrath, Head of Global Creation & Brand Management at DEICHMANN.

The commercial was produced as a 90s main edit as well as individual 20s TVC online and social formats, and there are bumper ads and stills for the POS, online shop and newsletter.

The campaign team was deeply saddened about the recent tragic death of producer Valentin Petit, who has been involved in several of our campaigns. We were touched by his outstanding talent and capacity for inspiration in this last production and in all his other productions with us. Our deepest sympathy goes to his family and friends.

CREDITS

Executive Creative Director	Marcel Nawrath	DEICHMANN SE
Production Company	North South Productions	
Director	Valentin Petit	
Director's Producer	Germain Robin	
Executive Producer	Eric Gukelberger	@ North South Productions
Producer	Jonathan Michalowsky	@ North South Productions
Director of Photography	Deon van Zyl	
Photographer Campaign	Nadia v. Scotti	
Photographer Online & Product	Jacques Weyers	
Wardrobe Stylist International	Lorena Maza	
Wardrobe Stylist Local	Michael Beaumont Cooper	
Art Department	Simon McLoughlin	
Lead Hair & Makeup	Neveen Scello	
TVC Line Producer	JC Smuts	@ North South Productions
Stills Producer	York Pick	@ North South Productions
Musik und Sounddesign	Composed by 86Tales, Produced by Patrick "Static" Scheffler (VIBEKINGz), Rap by Nitro	
Mediaagentur	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.