# „Colourful Life“: DEICHMANN and Jung von Matt

## are starting spring colourfully with an eye-catching campaign

Essen, 23.02.2023

Colours and love of life with every step: Pink, orange, green, blue or glowing red – DEICHMANN’s current spring campaign, “Colourful Life”, presents the brightly coloured collection with a variety of styles from sneakers through high heels to loafers, making us long for sunshine and warmth. It continues the successful “Love the shoe AND the price” campaign from the autumn/winter season.

DEICHMANN and Jung von Matt are chasing away dull winter with brilliant power colours that announce the arrival of spring. Feminine, courageous, self-confident and one thing above all: colourful. Bright, extravagant looks take high spirits out onto the streets and combine stylish fashions with reasonable DEICHMANN prices. It’s a fashionable presentation featuring incredible images, yet a little tongue in cheek. The message: At DEICHMANN, the latest fashionable styles are affordable for anyone, and the prices of the shoes are as incredible as the images in the spot. The slogan “Love the shoe AND the price” picks up on the well-known value for money offered by Europe’s largest shoe retailer.

For the current campaign, DEICHMANN is once again cooperating with Jung von Matt SAGA, who are known for their humorous story-telling. The Hamburg agency also conceived and implemented the autumn/winter 2022 fashion campaign. The collaboration focuses on the strategy of further strengthening the public’s perception of DEICHMANN’s fashion expertise and the value for money it offers. The goal? To enhance the brand’s charisma and relevance among more fashion-oriented target groups too.

“We are pleased to be continuing our collaboration with Jung von Matt SAGA and to be tying in with the successful previous campaign”, says Sabine Zantis, Chief Marketing Officer at DEICHMANN. “Stay tuned: This spot will not be the last time we show people that you can love fashionable shoes at DEICHMANN that also offer incredible value for money.”

The “Colourful Life” campaign can now be seen on TV, as an online video, in social media and at the POS. The presentation includes 20s TVC and cut downs, individual online and social media formats, assets for POS and display banners.

## Responsible at Jung von Matt:

Dörte Spengler-Ahrens, Andreas Hilbig, Stephan Giest, Luca Schöbi, Konstantin Schwone, Hannes Rath, Lena Conze, Dennis Wendt, Sascha Würker, Julia Blanke, Linda Pukropski, Katja Zyrull

## Responsible at DEICHMANN

Sabine Zantis, Andreas Conze, Marcel Nawrath, Lukas Kaiser, Dennis Falk, Philip Burghaus, Olivia Simon, Karolin Junker, Lea Penschek

**See the video on YouTube:**

https://www.youtube.com/watch?v=q_1xMJwhp5U/

**Your contact at Jung von Matt**
Kim Rosenthal
Tel.: +49 40 4321-2014
E-Mail: kim.rosenthal@jvm.de

## Brief profile of Jung von Matt

Jung von Matt is the most successful agency group in the German-speaking world, measured both by creativity awards and by efficiency. The agency offers its clients creative, efficient marketing communication across all channels and disciplines. Jung von Matt was founded in Hamburg in 1991 and still operates as a non-listed joint stock company with agencies in Germany, Austria, Switzerland, Sweden, Poland, the Czech Republic and China. Clients include adidas, BMW, Bosch, BVG, DFB, EDEKA, EnBW, Haribo, HUAWEI, Hyundai, NIVEA, Sixt and Vodafone.

Read more about Jung von Matt at LinkedIn, Twitter und auf jvm.com.

## Medienkontakt



Leitung Internationale Presse
Sonja Schröder
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.