Valentine’s Day?

Just a normal day at DEICHMANN

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New social media campaign offers a cheeky new take on the day of lovers.

Opinions are divided about Valentine’s Day. Team Romance has little hearts in its eyes on Valentine’s Day and dreams of red roses and declarations of undying love, while for others, 14 February is just another day. The fact is: Not everyone is happily in love, celebrating Valentine’s Day as if there were no tomorrow.

This is exactly the emotional dilemma that DEICHMANN is tackling in its latest social media campaign. The spot takes a cheeky new look at the topic, with a fair dose of humour. Because: On this day, the main character in the spot finds a haven of peace and quiet in a DEICHMANN store, where she can relax as the rest of the world wallows in a “frenzy of romance”.

A campaign filled with humour, self-mockery and the spirit of our age

“With our social Valentine’s campaign, we are swimming against the tide and going for something filled with humour, self-mockery and the spirit of our age”, says Dennis Falk, Head of Social Media at DEICHMANN. “Our message: Not everyone celebrates love on 14 February, and some people are downright stressed or irritated by all the hype. However, DEICHMANN makes EVERYONE happy: Valentine’s Day fans, with a special Valentine’s Collection, but also those for whom the whole package of love, kitsch and romance is just too much.”

The campaign also features on TikTok for a particular target group. The idea? Dating disasters staged using fairy tale characters. Kathi Walter, Executive Creative Director at Accenture Song, comments: “No-one can communicate more authentically with Gen Z than Gen Z themselves. And they do it best through themes like online dating, which this generation can hardly imagine life without.”

The whole thing is complemented by clips showing DEICHMANN in the context of employer branding. For the three recruitment videos under #Paarberatung, humorous scenes were filmed in a DEICHMANN store in Hamburg.

Alongside the “normal” shoes on sale, there is also a landing page in the online shop at www.deichmann.com with a Valentine’s collection – where lovers of romance can also find everything their hearts desire.

The video was created in collaboration with the Accenture Song agency and first dot production, director Nils Keller, photographer Frank Morlok. The TikTok clips were realised in association with Intermate Media GmbH.

See the video on YouTube:

https://youtube.com/shorts/N6mKW8PLS00/

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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.