DEICHMANN demonstrates

how to sell (affordable) shoes online

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Europe's biggest shoe retail company is launching a Black Week social media campaign

"That's my generation," explained 17-year-old Moritz Schuhmacher. "Generation web shop." He's the young man featured in DEICHMANN's current social media clip showing followers how to avoid spending too much when buying their new favourite shoes. How can they do that in a modern way, both online and offline, at Europe's biggest shoe retailer? Moritz provides a tongue-in-cheek glimpse behind the scenes to explain – including some smile moments. The new DEICHMANN Black Week social media campaign started on Sunday, 20 November.

Focusing on what impresses this generation

"Social media projects like 'How to sell shoes online (affordable)' confirm our observation: We need flagships to surprise the community in addition to above-the-line communication. So cool and contemporary brand staging is the perfect mix for successful social media communication. We are both happy and proud to be implementing this international campaign," commented Sabine Zantis, CMO at DEICHMANN.

"Black Week is a popular period for special offers and discounts. To stand out in a positive way, we want to make a point that resonates with the target audience instead of just focusing on percentages. 'How to sell shoes online (affordable)' is another preview of our new social media strategy," added Dennis Falk, Head of Social Media at DEICHMANN.

It also includes clips adapted for DEICHMANN's employer branding to attract young digital, data, e-commerce and logistics talents.

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.

DEICHMANN's international social media strategy is currently in a process of transformation and the company is taking a new approach with funny and modern communications. The social media campaign that DEICHMANN developed for Crocs was followed by a Halloween commercial and the current Black Week campaign. There will be more social media clips of a similar kind in coming months.

The video was created in collaboration with the Hamburg-based agency Accenture Song, produced by First Dot Pictures GmbH and directed by Max Prothmann, with contributions from Leopold Schäfer (BTS) and Frank Morlok (photography).

"If you want to capture the zeitgeist, you have to be bold and fast. Especially in social media," says Kathi Walter, Executive Creative Director at Accenture Song in Hamburg. "We are delighted about DEICHMANN's trust in us to bring their new international social media strategy to life."

Check out the video on YouTube:

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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.