There’s something for everyone at DEICHMANN:

a spooky Halloween commercial new social media campaign for Europe’s biggest shoe retail company

Essen, 27.10.2022

From tasty pumpkin soup to ghosts and ghouls: Halloween is a phenomenon that never fails to fascinate. DEICHMANN is taking advantage of All Hallows’ Eve for the first time to launch a spooky-themed social media commercial on Thursday 27 October. The short video includes a host of hilarious surprises for the community, especially fans of the Addams Family and the new series, Wednesday.

The key message of the horror parody commercial is that DEICHMANN is worth a visit at any time of the day or night and the friendly service and great product range always conjure a smile onto customers’ faces – whatever spooky world they come from or return to with a shopping bag full of cool shoes.

Conjuring a smile onto the community’s faces

“We want our social clips to inspire out community and put smiles on their faces,” said Sabine Zantis, CMO at DEICHMANN. “The Halloween campaign is an international concept designed for a Europe-wide audience. It represents a new approach and it’s obvious the community finds it refreshing. We’re looking forward to the next few months.”

“We’re creating another fresh splash in the social media after our much-acclaimed Crocs campaign and the alternative moon landing commercial, only this time with the focus on Halloween,” added Dennis Falk, Head of Social Media at DEICHMANN. “Our aims are to take a modern and fun approach to communicating our key messages as well as to interact with our followers and our community in an unconventional way. That’s why we’re convinced this commercial will particularly appeal to a younger target audience.”

They’ll love the story and the many Easter eggs that are integrated into the commercial to create an Aha! effect if they watch carefully. “Our social media strategy is currently in a transformation process,” said Dennis Falk. “We want to stand out with our communication concept and deliver excellent advertising that never fails to surprise and is never boring.”

Reflecting the commercial there is a landing page in the DEICHMANN web shop with trendy shoes that will steal the show at any Halloween party (or on any other occasion). There are more of the same kind of social media clips to come over the next few months.

Filmed at a DEICHMANN store in Berlin, the Halloween commercial and its motifs are being distributed via Instagram, Facebook and TikTok. The video was produced in collaboration with Hamburg-based agency Accenture Song with Marlen Stahlhuth (photographer and director), Josi Müller (producer), Jonathan Lichtenberg and Danny Jungslund (BTS).

Here’s a link to the video on YouTube:

https://youtube.com/shorts/Z_qBC1deNY8/

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 42,000 employees and operates more than 4,300 stores, as well as 40 online shops. In addition to the stores operated under the DEICHMANN name the company owns the MyShoes chain, is represented in Switzerland by Dosenbach, Ochsner Shoes and Ochsner Sport, in the Netherlands and Belgium by vanHaren and by Rack Room Shoes and Off Broadway in the USA. It also owns the SNIPES Group with stores and online shops in Europe and the USA.