FOR YOU

the DEICHMANN umbrella brand campaign is about the journey of life

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The core message of Europe's biggest shoe retail company's current campaign is concisely communicated in carefree images: DEICHMANN has the perfect shoe for every moment in life. In the new spring/summer campaign entitled FOR YOU the market leader showcases its comprehensive portfolio of lifestyle and performance shoes, sneakers, sandals and slides for the warm season.

FOR YOU narrates all the different steps in the journey of life. First adventure, first love, first apartment, the wedding. "We initiate every next step in life ourselves. But the best thing is: we don't do it alone. We experience so many things with other people. Sometimes just for a moment. Sometimes for our entire life. We want the campaign to show: your journey starts here and now. Whether you're ready for baby steps or a big leap into the unknown – DEICHMANN has the perfect shoe for you," explained Marcel Nawrath, Head of Marketing at DEICHMANN.

The DEICHMANN S/S22 campaign is colourful and summery, and it depicts authentic, real-life moments. "In the last WHEREVER YOU GO campaigns we focused on a variety of life-related activities. In the FOR YOU campaign we're focusing on the people themselves. We're highlighting different personal moments and facets of life. Some are comical, some are serious, but all are filled with love and affection for friends and family," continued Nawrath. Natural light features big in the campaign video and print motifs. Different intensities of sunlight, but also clouds and shade, are used with conscious intent to create different moods.

"The current campaign highlights the many different segments that DEICHMANN stands for: a wide range of brands and products for the whole family at best prices. FOR YOU unites sport, leisure, function, fashion and quality, demonstrating this range in various phases of life when we focus on different things," explained Sabine Zantis, Chief Marketing Officer at DEICHMANN.
The campaign cast reflect the diversity of our society. We focus on the protagonists' personalities, as well as their natural and authentic characters. DEICHMANN'S individual muses approach appeals to a cosmopolitan and trendy target audience. FOR YOU targets women and men aged 14+ with an active and authentic lifestyle, as well as a high affinity with fashion, sport brands and sneakers, who value function, quality and good value for money. The S/S22 campaign will be launched from 28 March 2022 through Europe via diverse media channels (TV, digital and print) and at the POS, supported by OOH and PR activities.

The multi-faceted campaign has three flights and demonstrates the comprehensive range of brand-name shoes in various styles for the whole family. SPORT – Adidas, Nike, Fila and Puma sneakers. FASHION – elefanten, Bench, Skechers and Esprit sneakers, plus Graceland, Catwalk and Venice styles. SEASON – fashion trekking sandals and slides by Adidas, Puma, Fila, Bench and Graceland.

The content of the campaign includes the campaign video (in addition to a 270 second long edit, a 150-second main edit and a 110 second campaign teaser there are 30-second image versions, 20-second pre-rolls, 10-second reminders and other downcuts and formats focusing on specific brands for SPORT, FASHION BRANDS, FASHION CLOSED SHOES, FASHION OPEN SHOES and SEASON), individual online and social media formats, bumper ads and stills for the POS, web shop and newsletter.

Marcel Nawrath, Head of Marketing at DEICHMANN, is the Creative Director of the campaign, which was co-created and implemented with Bemo Lundgren at B33M Studio. North South Productions handled production with Eric Gukelberger as Executive Producer. Valentin Petit is Director, Téva Vasseur DOP, Nadia von Scotti Photographer, Lorena Maza (Fashion Stylist) and Ivanna Heredia-Torres (Styling Assistant) are in charge of styling in phase 1, and Kamilla Richter (Fashion Stylist) with Ourania Marmara (Styling Assistant) in phases 2 and 3. The media agency is Mediaplus Media 1 GmbH & Co. KG.