# Reliability that lasts –

## with ‘Good to know’, DEICHMANN shows what really matters in turbulent times.

Essen, 03.03.2026

With its new umbrella brand campaign ‘Good to know’, DEICHMANN is focusing on what matters in turbulent times: reliability, proximity and fair offers. The campaign will run from 2 to 29 March 2026 across Europe at POS and via various channels.

In times of uncertainty, there is a growing need for reliability and guidance. This is exactly where ‘Good to know’ comes in. The phrase stands for a feeling that conveys security in everyday life – and becomes the guiding principle of the campaign. Instead of big productions, DEICHMANN shows familiar situations from the customer's point of view. But what at first glance appears to be service, selection or advice tells a bigger story on a second level.

“Good to know” appeals to a feeling that many people are familiar with. For us, it's not just about showcasing our services, but about making visible what lies behind them: closeness, loyalty and trust,’ says **Marcel Nawrath**, Head of Global Creation and Brand Management / Executive Creative Director at DEICHMANN.

**Campaign with a clear message: Good to know that DEICHMANN is there**

The campaign film picks up on this idea in brief everyday moments. When a girl's shoes are tied, it's about more than just advice: it's about affection. When small sizes trigger big emotions, shoes tell the story of a new beginning. When diversity becomes visible, it's not just about choice, but about the opportunity to go your own way. The shoes connect the scenes as a visible element – but the focus is on the people and the moments that seem casual and are therefore significant. ‘Good to know’ acts as an anchor. The recurring phrase connects the episodes to a feeling of reliability and consistency – told in a restrained manner, but with a lasting effect. Ultimately, this attitude is condensed into a clear message: Good to know that DEICHMANN exists.

‘With “Good to know”, we are highlighting what sets DEICHMANN apart in the market: diversity, brand expertise and a price-performance ratio you can rely on,’ adds **Lukas Kaiser**, Vice President Global Brand Competence Centre at DEICHMANN.

In addition to its range of popular own brands, Europe's market leader in shoe retail offers a wide selection of trendy sports and lifestyle brands – including styles from Puma, Fila, Nike, Adidas, Skechers, New Balance, Buffalo, Bugatti and s.Oliver – underlining its position as an accessible family retailer for young and old alike.

**‘Good to know’ was once again created in-house at DEICHMANN.**

The campaign was once again developed in-house at DEICHMANN under the creative direction of Marcel Nawrath, Head of Global Creation and Brand Management and Executive Creative Director; Karolin Junker, Team Lead Global Content Production Marketing; Anna Weiß, Marketing Manager

Global Content Production; and Britta Brinkmann, Marketing Manager Campaign.

‘Good to know’ will run across Europe from 2 March to 29 March 2026 on TV, social media, OLV, OOH and at the POS. The campaign includes a 175-second director's cut, 30-, 20- and 10-second pre-rolls and campaign stills. From the end of March, the campaign will also be visible throughout Germany with a large-scale OOH presence.

**CREDITS**

**Deichmann SE**

Head of Global Creation and Brand Management/Executive Creative Director: Marcel Nawrath

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Marketing Manager Campaign: Britta Brinkmann

**Production**

Director: Victor Aguilar Lopez

DOP: Persona: Mario Alejandro Lerma Cruz & Alejandro Rapariz Garcia

Production Company: North South Productions

Executive Producer: Eric Gukelberger

Producer: Annette Roeskau

Head of Production: Jonathan Michalowsky

Line Producer: Vanessa Haupt

Set Design: Wikus Muller

Stylist Int’l: Kamilla Richter

Stylist Local: Michael Beaumont Cooper

Styling Assistant Local: Sumaya Parker

Makeup Artist Moving Image: Neveen Scello

Hair Stylist Moving Image: Anja Fichtenmeyer

Hair & Makeup Stills: Cym Clarke Van Niekerk

Hair & Makeup Assistant Stills: Baraka Parker

Photographer: Nadia von Scotti

Post: Paul Spiers c/o Then Studio

Grading: Vlad Barin c/o Studio RM

Music & Audio: 86 Tales

## Medienkontakt



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DEICHMANN SE, headquartered in Essen, was founded in 1913, is 100 per cent family-owned and is the market leader in European shoe retail. The group operates in over 30 countries, employs around 50,000 people and runs approximately 4,700 stores and around 40 online shops. In addition to the DEICHMANN format in Switzerland, the company also owns the Dosenbach, Ochsner Shoes and Ochsner Sport concepts, vanHaren in the Netherlands and Belgium, Rack Room Shoes in the USA and the SNIPES Group with branches and online shops in Europe and the USA.