“Top-quality products at the best price”:

DEICHMANN launches a social-first campaign featuring four popular creators in a neighbourhood comedy style

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An entertaining campaign with social media agency Justaddsugar uses humour and a targeted approach to reinforce DEICHMANN’s value-for-money image among Gen Z

DEICHMANN is launching a new social-first campaign today that uses humorous storytelling to convey a clear message: at DEICHMANN, you’ll always find “the best products at the best prices”. In collaboration with four influential TikTokers, Europe’s largest shoe retailer is bringing several short, satirical stories to an unexpected setting: the DEICHMANN world.

For the campaign, DEICHMANN is collaborating with Luna Haver (www.tiktok.com/@lunarabea), Arel Aslan (www.tiktok.com/@arelaslnn), Cyprian Onye Nwanguma (www.tiktok.com/@freecyp) and Robert Lindemann (www.tiktok.com/@robert_lindemann), who are known within the community for their creative, humorous content and have between 94,000 and 350,000 followers. Together, they created a total of 28 different assets that draw on classic scenes and catchphrases from pop culture and translate them into the DEICHMANN brand world. DEICHMANN focuses on value for money

The campaign relies on humorous exaggeration and meme-based comedy: short scenes parody the sale of ‘hot goods’, only to be resolved within the DEICHMANN context. Typical handover scenes, gestures and phrases are transposed to the store, the product or the theme of shopping. This creates a recognisable narrative that resonates with the target audience. The visual language is deliberately exaggerated and draws on current social trends as well as a community-oriented aesthetic. It is aimed in particular at Gen Z aged 18 to 29.

“We focus on entertaining, target-group-appropriate content, with the aim of generating maximum reach and engagement. The key message is: DEICHMANN offers the best value for money,” says Matthias Kräling, Head of Social Media International at DEICHMANN

“What makes this campaign special is that it meets the target audience on their own terms. With a humorous approach, we translate street credibility into the DEICHMANN brand world,” adds Domingo Saavedra, Creative Lead at Justaddsugar.

Available on TikTok, Instagram, YouTube – and, for the first time, on Snapchat too

The campaign will run for four weeks in Germany from 23 March. The content will be shared on TikTok, Instagram and YouTube. DEICHMANN is also expanding its channel strategy to include Snapchat. The campaign was conceived and implemented in collaboration with the Hamburg-based social media agency Justaddsugar.

Link to the assets:

https://youtu.be/5X5FyKsa3A8
https://youtu.be/qna72qPVC_g
https://youtu.be/1GpKrpkQYxw

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DEICHMANN SE, headquartered in Essen (Germany), was founded in 1913 and is 100 per cent family-owned. The group is the market leader in the European footwear retail sector and operates in over 30 countries worldwide. It employs around 50,000 people, runs approximately 4,700 stores and operates around 40 online shops. In addition to the DEICHMANN brand in Switzerland, the company owns Dosenbach, Ochsner Shoes and Ochsner Sport; vanHaren in the Netherlands and Belgium; Rack Room Shoes in the USA; and the SNIPES Group, with stores and online shops in Europe and the USA. For many decades, the company has been involved in a wide range of social initiatives, such as through the DEICHMANN Foundation.