DEICHMANN is using the World Cup as a catalyst for growth:

how the ‘adidas World Cup 2026’ campaign brings together retail, creators and POS

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DEICHMANN is using the 2026 FIFA World Cup to further strengthen its position in the sports segment, relying on a carefully orchestrated combination of retail, social and creator marketing. At the heart of this is the “adidas World Cup 2026” campaign, which promotes a capsule collection – featuring a number of exclusive items – in a targeted manner throughout the customer journey.



Two weeks before the tournament kicks off, Europe's largest footwear retailer is launching a 24-piece collection in collaboration with adidas – comprising trainers, slides and accessories for the whole family. Sports presenter Laura Wontorra is the face of the campaign, showcasing the collection across all channels.

Omnichannel as an end-to-end engagement model

At the heart of the campaign is a ti ghtly integrated omnichannel approach: From eye-catching social media content to direct conversions in-store or via the online shop, every stage of the customer journey is consistently covered.

Whilst shop window displays and point-of-sale materials ensure visibility in physical stores, DEICHMANN is extending the campaign via digital channels to reach the relevant target groups. The aim is to bring inspiration and the impulse to buy as close together as possible.

The creator strategy as a driver of reach

A key strategy is the use of content creators: Ten sports-focused influencers, selected on the basis of

a clearly defined brand fit and their passion for football – such as Jannik Singpiel – are supporting the campaign with unboxing content on TikTok and Instagram.

With this approach, DEICHMANN is deliberately focusing on authentic product presentation rather than traditional advertising strategies. Co-creator posts also extend the campaign organically and drive direct traffic to the online shop.

Football as a way to connect with a broad audience on an emotional level

In terms of content, the campaign deliberately positions itself not merely as a traditional football collection, but as a range of everyday wear centred on the theme of fan culture.

The collection combines sporty elements with fashionable designs, appealing to a wide audience – from stadium visits to public viewing events with the family.

„For us, adidas is a strategic partner brand that is highly relevant to our customers. Together, we set trends with our sports collections and make them accessible to a wide audience," says Danijela Wiese, Head of Partner Brands and Licensing.

Laura Wontorra also agrees with this approach: „I love the combination of style and fan culture in the collection. I also think it's great that the designs are affordable for families."

Campaign rollout and availability

The 21 campaign visuals will be rolled out across all channels via point-of-sale displays and digital media from 25 May to 28 June 2026.

The adidas Capsule Collection will be available from 25 May in selected DEICHMANN stores and in the online shop. Prices range from €11.99 to €84.99.

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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.