

PRESSINFO

TAMARIS



INDIVIDUALITY AND GENUINE VALUES – NOT ONLY IN CRISES

Tamaris continues its innovative „WHO IS JULIA?“ to „I AM JULIA!“ campaign

A few weeks ago, the family business from Detmold caused a sensation with its Tamaris brand when it rolled out the multi-level, international digital campaign „Who is Julia?“. Thus, Tamaris not only inspired many people, but actively involved them in the search. Now, with the resolution of the question, the third and, for the time being, final step of the campaign – continuation not excluded!

With twelve women who share the first name Julia, Europe's best-known women's shoe brand presents a wide variety of protagonists whose names not only represent all modern women, but also a great variety. True to the motto „Julia is not Julia. – a shoe is not just a shoe.“ each Julia shows its own personality, gives insight into its individual life story and symbolises it with a shoe from the new Tamaris collection. The content, which was captured during a joint weekend of all Julias in Hamburg, offers a presentation film with the campaign faces as well as personal interviews, which once again underline the uniqueness of these twelve personalities.

In spite of the Corona crisis, the initiators have decided on the start date of 6 April. Cathleen Burghardt, Head of Marketing at Tamaris: „In the current very uncertain times, we have of course thought about whether and how to continue the campaign. We found out that „I am JULIA!“ is more appropriate than ever, as the campaign emphasises the authenticity of the brand and its bearers. It offers the community short, truthful stories from life – and could therefore also be authentically adapted to the current news situation caused by the Corona crisis. Our Julia(s) are contemporary with „Julia stays at home“ or „Julia applauds on the balcony“.“

Currently, the content is only communicated online, but this will change as soon as the shops open again because the campaign will then be extended at the POS. For Jens Beining, CEO of the Wortmann Group, this is exactly where a very important bridge is built: „Especially now, we would like to make a valuable contribution. Be it for our loyal customers, to whom the campaign is intended to give a bit of inspiration and courage, or for our partners in the stationary trade, who currently have the possibility, among other things, of taking orders from the Tamaris online shop in Germany. The combination of such measures should not only help to make up for missing sales as much as possible, but also to create a desire for the time when the shops are open again.“

In days when the desire for normality and positive news is growing day by day, those in charge are thus trying to act in the short and long term – so that dealers and consumers will continue to have confidence in the Tamaris brand in the future.

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„I am Julia!“ was launched on 06.04.2020 in Germany, the Netherlands, Belgium, Austria, Denmark, the Czech Republic and Sweden. The French and Greek markets will follow shortly.

The concept, idea and realisation of „I am Julia!“ originate from the agency YES IDEAS in Hamburg.

Link to the video: www.youtube.com/watch?v=OnnFG8tanmc
#whoisjulia | #iamjulia | tamaris.com | wortmann.com



About the wortmann group

The Wortmann Group, based in Detmold, is best known for its brand Tamaris. It is one of Europe's largest shoe production and retail companies, and the market leader for fashionable women's shoes. Its collections are available in over 70 countries and more than 15,000 shoe shops all over the world. In addition to the leading brand Tamaris, the group also owns the Marco Tozzi, s.Oliver shoes, Caprice and Jana brands. The Novi Footwear Fareast Ltd. brand in Asia is another Wortmann Group company. The group employs over 1,100 staff internationally. Production work for the company involves a global workforce of approximately 30,000 people.