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TAMARIS



WHO IS JULIA? TAMARIS HAS THE ANSWER

An innovative Tamaris campaign by and with unique women is setting new standards for the entire sector

The family-owned enterprise Tamaris – Europe’s best known women’s shoe brand – is currently showing exactly how to successfully embrace digital transformation in corporate communication. With the multi-level, international digital campaign „Who is Julia“, Tamaris is breaking completely new ground. Entertaining and interconnected. Interactive rather than unidirectional. From a large-scale offline teaser phase to a bold, smart, authentic online communication strategy. Tamaris appreciates its individual consumers and is offering them a stage for their personal stories as the campaign unfolds.

#whoisjulia – from conformity to individuality

In the age group 20 - 39, Julia is one of the most popular first names in Europe. So, among the millions of Tamaris consumers out there, it can be assumed there will be plenty of Julias. However no two Julias are alike – on the contrary, each is an unique individual. The digital campaign will bring the proof. Cathleen Burghardt, Head of Marketing at Tamaris: „Our consumers do not belong to any particular nationality or to one specific community. They are absolutely individual and unique. Our new campaign celebrates these special women and encourages them to stay true to themselves. The name Julia, which is very common in Europe, is simply used to represent the diversity among all women.“

Using the hashtag #whoisjulia, Tamaris launched its search for Julias on social media channels and via guerilla operations in their domestic market Germany. The goal: interaction and a personalised content experience for users. As the campaign unfolds, there will also be moving images and video snippets with genuine personalities; the „real Julias“. The brand is using this pioneering approach to move away from classic product promotion towards storytelling and user-generated content. Influencers are involved to ensure additional reach. The interplay between attention and individual experience is being used to good effect in the „Who is Julia“ campaign to set new standards in the sector.

Dialogue between brand and customer

Jens Beining, CEO of the Wortmann Group: „While Tamaris certainly has mass appeal, it loves and thrives on the individuality of every woman. Our aim is to constantly support the individual style of as many women as possible with a wide variety of shoes. The phrase ‚Julia is not just a Julia and a shoe is not just a shoe‘ is the start of a dialogue with current and future consumers.“

The build up of the campaign „Who is Julia?“ represent a coherent, communicative continuation of the company’s digitization process by closing the gap between user experience and a successful customer journey.

„Who is Julia?“ began in January in Germany; the markets Austria, France, Czech Republic, Belgium, Netherlands, Greece, Denmark and Sweden will follow.

The concept, idea and implementation of „Who is Julia?“ comes from the YeS IDEAS agency in Hamburg.

Video link: <https://www.youtube.com/watch?v=ZX5tOjXTBCo>
<https://www.youtube.com/watch?v=Ki3jPKDbkU0>

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About the wortmann group

The Wortmann Group, based in Detmold, Germany, 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.

