

## New campaign a shoo-in with fanatics

Shoe City, the national shoe retailer part of the Pepkor group, has unleashed their latest marketing campaign, coinciding with the roll out of their revamped Shoe City stores as seen in Century City, Cape Town and Fourways, Jo'burg.



The campaign kicks off with placements in national press and magazine titles including You, Huisegenoot, Drum, Fairlady, Heat and Daily Sun.

The ads are designed to look like pages from the scrap book of a typical shoe fanatic – making a pictorial diary of the shoes that she has bought from Shoe City and the sexy and humours occasions in which she wears them.

Created by newly appointed agency PROMOTIS, the campaign puts a fresh spin on traditional hard sell “retail” advertising.

PROMOTIS managing director Lee Radmall explains, “Just because the target segment is price sensitive it does not mean that they do not have aspirational dreams and desires for a better life. Obviously the fantastic range of Shoe City shoes at great prices is always going to be the hero, but the ads must do more than this – they have to connect emotionally with the target market and demonstrate to them how shopping at Shoe City can change their life in a positive way.”

This sentiment is echoed by Shoe City Marketing Manager Louise Hamman, “We feel very strongly that every South African has the right to afford the shoes that they desire no matter how much they earn. We are careful to make sure that our product mix is as broad as possible to cater for all styles and prices.”