

girlswithshoehorns.com

A promotion for the 2007 Mens Range of ZU shoes.



Our brief was simple yet tricky: get guys to go shoe shopping.

So we made shoe shopping really fun for them. We took it online, and called it girlswithshoehorns.com

This is how it worked: First, the guys are given the choice of a saleswoman (above); Monica LeMinsky (the very personal secretary), Dominique (Dominatrix), and Umpi (a Swiss Mountain girl). Then, that saleswoman shows the client her range of shoes, and once one is chosen, a first person film runs of the girl literally fitting the client out with the chosen pair.

The site promoted itself with email fwds, internet banners, a myspace page, in-store posters, and postcards.

In-store Posters & Postcards



Web banners



My Space Page



Macro-site (also above)

