



Case Study Homeshirt.de

How home becomes hype

The challenge

Homeshirt.de is an Internet mail order company. Customers may choose their favourite place out of 15,000 German communities and have it printed on T-shirts. FEUER was asked to develop a campaign.

The strategy

Loving your home is hip.

The idea

The campaign shows local heroes proudly wearing their favourite T-shirts.

The success

The campaign was advertised in local magazines and on local websites, generating traffic for the online shop and creating a new trend in Germany's communities.



The campaign

