

## Famous Footwear Launches MakeTodayUnexpected.com

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## *New consumer communications campaign 'Make Today Famous' extended into integrated digital platform*

A digital short about ice cream from one of America's largest branded family footwear chains - definitely unexpected.

Famous Footwear, retailer of brand name footwear for the family, today launches MakeTodayUnexpected.com, an online destination that incorporates a mix of interactive, digital and social media features, as part of Make Today Famous , a consumer communications campaign in the majority of its more than 1,100 stores across the country.

Consumers are introduced to the site through a seeded advertising campaign and the release of a digital short comparing the passion women feel for shoes to the emotions invoked by ice cream. In the video, neighbors swarm as an ice cream truck moves happily through tree-lined streets, and find to their delight that the friendly ice cream man is actually serving up ... shoes.

"MakeTodayUnexpected.com is all about showing consumers a playful, emotional side of Famous Footwear and creating interactive opportunities for them to join in the fun. The iconic neighborhood ice cream truck is a great visual to demonstrate the kind of excitement we see in our stores when customers find nationally recognized 'famous' brands, great value and just the right shoes to meet their needs. From the time we spend talking to our customers we learned that some of them view shoe shopping as a decadent experience, like dessert. That feedback inspired the chocolate and cherry color scheme in our stores, and tells us that this video will resonate with our shoppers," said Brown Shoe Senior Vice President-Retail Marketing Will Smith.

MakeTodayUnexpected.com brings visitors into neighborhoods and homes across the country through digital video, showing how Famous Footwear is making the day Famous for its customers. The campaign also incorporates display advertising, rich media, video sharing sites, and social networking through outlets like Facebook and Twitter. The online experience is rounded out with an interactive quiz supported by Facebook Connect to help customers "find their flavor" with footwear brand selectors, offers and quick links to FamousFootwear.com, the company's e-commerce site.

Famous Footwear engaged Sigma Group as their digital agency after an extensive review earlier this year. As part of Famous Footwear's overall communication strategy, Sigma Group was tasked with building an integrated online strategy that employs new and engaging ways to reach customers and drives conversion at FamousFootwear.com and in-store.

### About Sigma Group

Sigma Group is an independently owned, full service advertising agency that leads traditionally marketed brands into a new array of media platforms. Recent campaigns include Panasonic, DeLonghi, MasterCard, PoggenPohl, Hunter Douglas and others. Sigma prides itself on offering big agency creative results combined with suburban flexibility. Details are available at [www.sigmagroup.com](http://www.sigmagroup.com).

### About Famous Footwear

Famous Footwear is one of the largest footwear retailers selling brand-name footwear for the entire family, with 1,100 stores nationwide operating under the Famous Footwear and Factory Brand Shoes names. The chain ranks among the top retailers of such well-known brands as Nike, adidas, Skechers, Buster Brown and New Balance. Famous Footwear is proud to be a national partner of the March of Dimes, and sponsors March for Babies events in more than 1,000 communities nationwide. Famous Footwear is operated by the retail subsidiary of Brown Shoe Company, Inc. (NYSE: BWS), which has \$2.3 billion in sales as a retailer and wholesaler of footwear. For more information, visit <http://www.famousfootwear.com> and <http://www.browns shoe.com>.

### About Brown Shoe Company, Inc.

Brown Shoe is a \$2.3 billion footwear company with global operations. Brown Shoe's Retail division operates Famous Footwear, the more than 1,100-store chain that sells brand name shoes for the family, approximately 300 specialty retail stores in the U.S., Canada, and China primarily under the Naturalizer brand name, and footwear e-tailer Shoes.com. Through its Wholesale divisions, Brown Shoe markets leading footwear brands including Naturalizer, Dr. Scholl's, Franco Sarto, LifeStride, Etienne Aigner, Via Spiga, and Sam Edelman. Brown Shoe press releases are available on the Company's website at <http://www.browns shoe.com>.

/Web Site: <http://www.brownsheo.com> <http://www.maketodayunexpected.com/>

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