

Levi's

Problem

How does a clothing company inspire and motivate a community?

Solution

Combine powerful visuals with a variety of formats to reach people of all walks of life.

Background

In 2009 Levi's launched "Go Forth," a campaign that acted as a call to arms for young pioneers to take action in helping to reshape their future. The Go Forth tagline became the brand halo for Levi's moving forward into 2010 with the focus around the "worker."

In 2010 Levi's wanted to provide an answer to Go Forth (after inspiring youth culture to take a stand in 2009). The 2010 WorkWear campaign became the foundation to share this message and encourage pioneers every to get "ready to work."

Objective

Levi's wanted to continue to build on the positive equity and share growth momentum of 2009 with the launch of Levi's Go Forth campaign into 2010. Levi's sought to do this by demonstrating the resourcefulness of WorkWear through product integration in all brand creative. The campaign puts a flag in the ground for Levi's, for the philosophy of the new workers -- the generation of Americans who will shape, sculpt, and define what America is to become.

Levi's decided to inspire workers everywhere by partnering with Mayor John Fetterman to tell the story of his town: Braddock, PA, a once thriving steel town, which for years was nearly out of business. Over the last decade, the town has worked to reverse its circumstances by bringing artists, musicians and business owners to help rebuild.

Strategy

Levi's wanted to create bold statements within key cultural hotspots (New York, Los Angeles, San Francisco) while ensuring that the brand message was impactful, all the while, sharing the detailed product attributes to the core consumer. Through large format executions, and a high quantity of multiple street level elements, out of home was used to launch and showcase the WorkWear campaign and product line. Stunts in San Francisco and New York were used to generate further engagement and provide artistic interpretations of the core campaign message.

Media was focused around key target neighborhoods and Levi's retail stores to share the brand/product story with key takeovers (bus shelter dominations/large format and street level coordination).

Plan Details

Flight dates: July - December 2010



Markets: Los Angeles, New York, San Francisco

Out of Home Formats Used: Bulletins, spectacular wallscapes, storefronts, bus shelters, kiosks,

Results

The 2010 campaign was considered a huge success. Levi's was pleased with the impact and coverage the OOH plan generated within each market as well as the consistent buzz around the stunts, brand messages and product. Levi's Strauss Q3 & Q4 2010 revenue increased by 7 percent year over year. – per Levi's Strauss & Co. financial report. The campaign won the multimedia creative award, Silver Integrated Lion at the Cannes International Festival of Creativity. Numerous blogs/news stories/etc reported Levi's involvement with Braddock, PA, including TheScoutmag.com, Sundance Channel documentary about Braddock, PA and Levi's Strauss partnership, El-liketheletter.com, and Theinspirationroom.com.

