

LEVI'S

Company Background

Founded in 1853, Levi Strauss & Co. is one of the world's oldest and largest branded apparel companies. A global leader in jeans wear, San Francisco-based Levi's reported fiscal 2009 net revenues of \$4.1 billion.

Objective

In the summer of 2010, Levi's began a cross-media campaign to launch its Fall 2010 Workwear Collection, a new line inspired by iconic pieces such as 501 jeans, denim trucker jackets and Levi's work shirts. The "Ready to Work" campaign spotlighted the residents of Braddock, Pennsylvania who are working to revive the former steel town. As part of its marketing efforts that included TV, cinema, print and other media, Levi's decided to make Facebook a key element of the campaign.

The brand had several goals on Facebook. One was encouraging consumers to connect to its Facebook Page – the free public profile that enables companies to share their business and products with consumers on an ongoing basis. Levi's was also seeking to encourage users to watch its new Braddock film, an inspiring production about the town's revival efforts. The brand also wanted to encourage the people who had connected to the Levi's Page to engage with the Page's "Work Wear" tab, where they could find more videos on Braddock as well as information on the new collection.

Facebook Executive Summary

Client:



Objective:

Help support a cross-media campaign around the launch of a new apparel line and increase the number of people who connect to its Facebook Page

Solution:

A Facebook Ads campaign using a mix of ad types and ad buys largely aimed at the brand's key 18- to 34-year old demographic

Key Lessons:

- Engaging in a two-way conversation with consumers on Facebook enables brands to gain valuable insights on what consumers want in terms of products, special offers and content
- Using Facebook as a marketing platform can drive sales both online and offline, as brands can offer what consumers want
- Facebook gives a brand a place to tell its story in an authentic way as consumers can easily engage and interact with the brand

"Levi's entered into the Facebook arena because we wanted to connect with the 18- to 34-year old consumer. And we feel this is the perfect place for us to connect and foster a long-term relationship with them."

Megan O'Connor

Director of Digital and Social Marketing,
Levi's



“Levi’s entered into the Facebook arena because we wanted to connect with the 18- to 34-year old consumer,” says Megan O’Connor, director of digital and social marketing at Levi’s “and this is the perfect place for us to connect and foster a long-term relationship with them.”

As part of a separate initiative that immediately followed the Workwear campaign on Facebook, Levi’s also decided to test whether special deals offered to its community on Facebook could drive traffic into local stores.

Approach

Starting on July 1, 2010, Levi’s for five days ran Premium Page Ads on the Facebook Home Page as well as Marketplace Page Ads on user profile pages designed to encourage people to connect to the Levi’s Page by “liking” it. The call-to-action in some cases was as simple as “Like Levi’s now.” The ad body text told consumers they could check out the exclusive premier of the new Braddock film series if they connected to the Page. There, Levi’s provided more information about the campaign through its news feed, the list of status updates that appears on a Page.

Levi’s then capped the five-day ads run with a type of media buy on Facebook’s Home Page called a “reach block,” which guaranteed Levi’s would reach 100 percent of its target audience over a 24-hour period. Levi’s took advantage of Facebook’s targeting features to direct the ads in its reach block to its key 18- to 34-old demographic. The reach block included Premium Video Comment Ads that enabled consumers to view Braddock videos inline and post their reactions to the content.

“The campaign includes TV, print and engagement programs, but we translated it onto Facebook by telling the behind-the-scenes story of Braddock and the people who work there,” Megan says. “So we started with our broad reach Video Ads

and then we used the news feed to tell more of the contextual story of the town and the people who live there. And then we featured the key Workwear products and followed it up with a sales message.” One of those messages was news of a special deal—40 percent off a Workwear item—on the levi.com e-commerce site.

For its local test that occurred a little more than the Workwear reach block, Levi’s ran a series of Premium Event Ads as well as Marketplace Ads that allowed users to RSVP for a four-day, 30 percent-off offer in certain local stores. Users could obtain the discount by presenting a printout of the Event Page or by displaying it on their cell phones. The initiative used Facebook’s Location targeting to direct its ads to people living within a five-mile radius of its stores in San Francisco and San Jose. “Levi’s used the Premium Event Ad in order to drive in-store traffic,” Megan says. “The reason we used it is because we wanted to track the viral nature of what was happening with Facebook consumers.

New American Pioneer x




Join us to forge a mightier world. For this country was not built by men in suits, but by the doers who dared. Will you go forth?


768,586 people like [Levi's](#).

 You like Levi's.


30% Off Levi's VF Store x




2856 Stevens Creek Blvd. in Santa Clara. This Thursday (7/15) – Sunday (7/18) only! RSVP Now!

 Like

Save 30% off Levi's® x



The more you get the more you save. 20% off \$100, 25% off \$150 and 30% off \$200. Stock up this week only. Shop now!

 Like

Results

- Over the course of the Workwear campaign on Facebook, Levi's saw the number of people who connected to its Facebook Page increase 35 percent. As a result of the nearly week-long ad campaign, Levi's saw its organic impressions soar by about 1,500 percent, suggesting that advertising on Facebook can trigger a big increase in "earned" media
- The 40 percent-off offer on Facebook on one Workwear item drove a two-fold increase in traffic to levi.com within 15 minutes of the offer being posted
- For the in-store discount offer, Levi's logged about 400 interactions with the Premium Event Ad, but some 1,600 people actually showed up in its stores with RSVPs, indicating a four-times viral multiplier

"We saw that for a minimal investment, we drove significant traffic, which did translate into sales at our stores," says Megan, referring to the RSVP initiative. As a result, she says, Levi's plans to roll the Event special offers out to more markets.

Megan adds that Levi's really sees Facebook as a critical part of the brand's marketing efforts. "While we can see tangible results such as sales-driving efforts that we do in the news feed, we're actually more interested in intangible results that we're getting in terms of overall brand health, which for the first half of the year was strong and growing," Megan says.

The Future

Megan says Levi's is looking to build a long-term and meaningful relationship with its consumers and that the Facebook community allows it to do just that.

"Levi's learns from its community every single day," Megan says. "It really is a relationship we're having with our brand advocates, we get feedback about what sales and offers they want to hear about, what products they want us to be focusing on, and what content is working and not working. We can look at what they're engaging with, what they're commenting on, and what they're posting on the wall."

She adds that Levi's has been surprised by how viral Facebook has been, with organic traffic to its news feed rising 15-fold when it runs ads. "The best part about Facebook is that Levi's doesn't have to predict the future," Megan says. "Our community of over half a million people will do it for us."