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Levi's Jeans Marketing Plan

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Brand Image Marketing

LEVI'S JEANS MARKETING PLAN

Who is Levi's

- Levi's Jeans, first and also known as Levi Strauss was first established by an immigrant named Levi Strauss. Levi is originally from Bavaria but migrated to California, United States. Around the time of him establishing his brand was also in the current times of the California Gold Rush.
- Today Levi Strauss & Co. has become one of the worlds largest apparel company in addition to being a proud global leader in denim jeans. They have 500 stores fronts worldwide and sell in an estimate of over 100 countries.
- Levi's mission statement of year 2020 is *"To sustain responsible commercial success as a global marketing company of branded apparel."* (Mission-Statement Academy, 2019) The main characteristics of the brands mission statement is global success, product excellence, and people empowerment.
- Levi's vision statement is *"We are the embodiment of the energy and events of our times, inspiring people with a pioneering spirit."* (Mission-Statement Academy, 2019) The main focus of the brands vision statement is energy embodiment, events, and inspiration.



Figure 1:

Evaluation and Brand Audit

- According to the research conducted and pulled from numerous sources one being from Levi Strauss company reports and E-commerce DB, Levi's compared to their competitors is ranks as a strong brand.
- Levi has reported higher volumes of revenue for the year 2019 compared to competitors such as Diesel, Wrangler, Guess, True Religion, and G-star.
- Levi has reported a \$1,569 million revenue for the year 2019 which concluded a 5.8 billion Net Revenues for the full year, that is a 3 percent growth for the company, (*Levi, 2020*).
- On the other hand Calvin Klein, Tommy Hilfiger, and Gucci has topped Levi's with revenues, (*Datantify, 2019*) surpassing the company.
- One of Levi's current and probably major weaknesses is their battle with wholesalers. The Business of Fashion, (*BOF, 2019*) has reported that this was a result of the company reducing shipments to off-price stores thus impacted the delayed acquisition of a South American distributor.
- Chief Executive Chip Bergh defended the companies actions by explaining that U.S. Wholesales such as chain stores or legacy department stores has lead to their company having a negative impact.



Figure 2: Levi's logo on denim jeans jacket

Positioning Strategy

- **What** - The purpose of Levis is to provide the consumer with the purest wearable form of every authentic expression. To shape the forms of everybody type, and to hold the memories of each adventure together.
- **Who** - Originally Levi's target market was for consumers of 15-25 years old, males. Things have changed from that as Levi's make commercials targeting everyone, younger generations, working generations, and even older class individuals.
- **Reason** - The youth are the differentiators that create and support the benefits of the brand.
- **Against whom** - Levi's top competitor are Calvin Klein, Tommy Hilfiger, and Gucci. Brands such as Calvin Klein and Tommy Hilfiger has a comparative advantage over Levi's as Calvin Klein is famously known for their ad campaigns with celebrities or models. In terms Tommy Hilfiger they aren't are strategic in their ads but they have learned to specially select certain celebrities or models in their prime one being Gigi Hadid and Zendaya Coleman. In terms of Gucci, Gucci has promoted their brand on the market as a luxury brand, a brand that every celebrity has in their closet but not every consumer can have thus making them high in demand but slightly exclusive.

The logo for 'the poster' is displayed in a bold, black, sans-serif font. The word 'the' is positioned above 'poster', and the 't' in 'poster' is significantly larger and overlaps with the 'e' in 'the'. The 'er' at the end of 'poster' is also bold and overlaps with the 't'.

Video 1: Levi's "Circles" Commercial.

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Target Market

- The Target Market of the brand Levi's are generally of all ages but more directly it is the youth. According to an encyclopedia report on the brand, Levis has explained that they target the youth because the youth this the generation that influences the older generations.
- When it comes to demographics Levi's promote their clothing for all genders, any level of education, all ages, all religions and all working classes.
- Their psychographics include any kind of individual whether they enjoy dancing, walking in the park, riding bikes, going out for bunch dates, or nights out in the town. One believes the social influencers and lifestyle that represents the brand Levi is an individual that is free within or free spirited.



Figure 3: Levi's campaign

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Brand Repositioning, Relaunching and Revitalization

- This is difficult to say with the brand Levi's, as consumers and research and shown Levi is in a tough place with wholesalers and off-price retailer which is a clear indication that the brand needs to reposition their self.
- In addition one believes that relaunching in addition to reposition the brand will bring back in consumers that once shopped at their store fronts regularly. With relaunching the brand Levi's not make any changes to the brand because in that area they are doing fine but what they can include in collaborations, celebrity ambassadors, and social media influencers.
- By relaunching and highlighting certain brands, celebrity, and social media endorsements around Levi's it will attract that younger generation they want to appeal to.



Figure 4: Levis campaign Go Forth

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The Branding Process Phase Two: Communicating, Launching and Evaluating the Brand (Proposal)

- By repositioning of the brand Levi's will continue to reduce their connections with wholesalers and off-price retailers alike. The brand will spend the season of spring and summer 2020 reducing all ties and shipments to wholesalers, discontinuing and finishing all connections or contracts.
 - The purpose of this is to increase the revenues of all storefronts and company as a whole as well as bring large amounts of traffic back into the stores of Levi's. This will also bring a sense of exclusivity to the garments.
 - The products to be sold will still be the same products of great quality which are denim blue jeans, shorts, jeans jackets, outerwear, tops and tees, sweatshirts and more items.
 - The price points of their items are good prices so those will also not change much, they are high enough on particular garments and low enough on others making the brand still affordable for the masses to purchase.
 - In terms of relaunching with Levi's 1,000,000 budget plan. Editorial ad campaign with Teen Vogue. They will be found in location Manhattan for \$2,960, San Francisco for \$2,140, Los Angeles for \$3,050, Miami which is South Florida for \$3,070, and Boston for \$2,140, (*Vogue Magazine, 2020*). That is a total of \$13,360.
 - Next is celebrity endorsement, one had decided on artist Dani Leigh who has a price range of \$25,000-\$39,999 (*CTI 2020*).
 - Instagram micro-influencer will be Mikaela Wightman for the full \$10,000. She has 31.2k followers on instagram and has worked as an influencer for other combine such as Macy, H&M, and Bikini Village, (*Qoints, 2018*).
 - Instagram macro-influencer will be Roxanne Brown who is a well known fashion stylist and has worked with other top brands such as Nike, Red-bull, Jordan and more. She has 104k in followers and we would pay her the max amount of \$60,000.
 - For fashion show and in-store event promoting, at Canoe Studios located in New York, NY with twenty-five to thirty models of all ethnicity, shapes, and genders. This will cost of max of \$250,000 of the budget.
 - For means of communication and advertisement, Levi's plans one using 300,000 worth of advertisement promoting, this will also include the celebrities such as Angus Cloud for \$15,000-\$24,000, Justine Skye for \$14,000-\$23,000, and Barbie Ferreira for 40,000-\$74,000 (*CTI 2020*)
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The Branding Process Phase Two: Continues



Figure 5: Dani Leigh song cover



Figure 6: Micro-influencer Mikaela



Figure 7: Macro-influencer Roxanne

Conclusion

- Inclusion this is a sure plan for the brand Levi's to succeed.
- Levi Strauss must first continue to reduce the amount of garments off-price retailers and wholesalers are selling and for lower prices because they are why Levi is hurting currently.
- Secondly once they have accomplished their repositioning and consumers are shopping for Levi garments in Levi store fronts the brand can work on the relaunching.
- The brand will use a budgets and certain celebrity platforms such as Dani Leigh, a trending artist, Angus Cloud, a popular actor, and Justine Skye a popular artist in their celebrity endorsements and digital advertisements.
- They will use instagram influencers that will continue to target younger crowds and keep Levi's trending on social media platforms.
- With the continuing of this Lev's will grab the younger generations attention they are looking for which may possible result in the increase of sales in their store fronts.



Figure 8: Levi's logo on denim jeans jacket

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