

Levi's Jeans Marketing Plan

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Figure 2: Levis campaign Go Forth



Figure 3: Levi's campaign

Introduction:

Levi's Jeans, first and also known as Levi Strauss was first established in 1853, by an immigrant named Levi Strauss hence why he named his brand after himself. 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. The California Gold Rush was a period from 1848 to 1855, where hundreds of workers mainly men migrated from other states into California in hopes of encountering a large amount of wealth due to the gold mines being reported. Despite the many impacts the California Gold Rush had on miners along with the country itself, it became means for profit for the brand Levi's. As men were working in the mines they needed clothes that would be strong and durable for them to work in, this is how Levi's came into the market. As a result Levi created the first manufactured waist overalls in 1873. In the following years to come Levi's Jeans has evolved from uniforms for miners to uniforms for working men and women all alike. Such roles of cowboys, rock stars, rebels, presidents and now simply just your average everyday men, women and children wear Levi's Jeans.

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 continue's to re-innovate the brand as times change and constantly keeping up with current events domestically and globally that has allowed them to keep the brand afloat for so many years. They have even made plans to reduce the amount of waste they are creating by manufacturing their jeans, thus keeping them in current times of what the world is now experience as global warm and/or global pollution.

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 4: Levi's logo on denim jeans jacket

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, one can express that 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*). One the other hand Calvin Klein, Tommy Hilfiger, and Gucci has topped Levi's with revenues, (*Datantify, 2019*) surpassing the company. Despite the brands higher volume of revenue compared to the majority of other brands they have still suffered in other ways that may have stopped them from reaching their highest potential in sales and revenues.

One of Levi's current and probably major weaknesses is their battle with wholesalers. The Business of Fashion has reported that Levis had reported a 4 percent drop in the third-quarter profit of year 2019, (*BOF, 2019*). They continue on to say 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. He also expresses that he would like their consumers to start shopping directly through the company via storefronts or e-commerce rather then shopping through wholesalers.

Positioning Strategy:

One will determine the positioning strategy for Levi Strauss based on the four major questions of What, Who, Reason, and Against whom.

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 their sexiest forms posing in Calvin Klein underwear or jeans, it has allowed this company to be idolized. 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 to be the companies brand ambassador both at different periods of time. It allows the company to always attract a younger crowd of shoppers despite them being an old brand. 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 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. The youth are the ones that do the most shopping, they are the ones that establish the trends more frequently and they are the ones that are more easily persuaded to make higher purchases based on what is happening around them, they purchase first and think after. 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.



the
poster
her

*Video 1: Levi's Circles
Commercial*

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 because Levi maybe seen more as a brand that can be counted on if one needs a new but affordable pair of jeans, most consumers will look pass the brand. One also 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.

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

One plans to launch and evaluate the brand Levi Strauss by first focusing on the 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. By accomplishing this shopping can and will only be able to shop in the store fronts of Levi Strauss itself. 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.

What will change is the amount of promoting they have in a single year. Most brands do promotions to get rid of garments that are one or two seasons old thus making space for the new season garments to have a certain amount of the sales floor but because Levi's will be reducing their amount of garments sold in off-price retail stores consumers will be spending most of their money buying from Levi's store fronts then from discounters which will make it possible for consumers to buy up more items having less left over to be placed on sale. With that being said Levi's will only promote in store or online sales promotions around major holidays. Other promotions such as collaborations will be promoted as pleased.

In terms of relaunching, Levi's will use a 1,000,000 budget to make this possible. Firstly Levi's will promote the brand to the youth by being placed in an editorial ad campaign with Teen Vogue. They will be found in location Manhattan for \$2,960 who has an average amount of 233,650 readers, San Francisco for \$2,140 who has an average amount of 117,150, Los Angeles for \$3,050 who has an average amount of 255,600 readers, Miami which is South Florida for \$3,070, with 255,600 readers, and Boston for \$2,140 with 127,800 readers, (*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*), the reason one believes artist Dani Leigh will be a great fit for the celebrity endorsement for Levi's, is because she has recently released a new song ft. DaBaby, Levi High, and it has been trending on social media Instagram

and fans of Dani have been viral Tic-Tok videos to the song all wearing Levi jeans which has



Figure 5: Dani Leigh song cover

bought a lot of attention for the brand.

When it comes to Instagram influencers Dani Leigh would have been a great fit for a macro-influencer but one believes she's perfect for celebrity

endorsement instead. With that being said for

Instagram micro-influencers the company's best

option could be Mikaela Wightman for the full

\$10,000. She has 31.2k followers on Instagram and

has worked as an influencer for other companies such

as Macy, H&M, and Bikini Village, (*Qoints, 2018*). For the macro-influencer the company would work with 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 to be Levi's Instagram influencer.

For fashion show and in-store event promoting, the brand should hold off on such things considering things are not fully back to normal because of the virus that has hit around the world, it's best to continue promoting safe distancing for a while. Instead a presentation of a video log showing what would be the same set as a fashion show but with all empty seating. The video will show models in the back of a stage getting hair and makeup as they would normally do for a fashion show and then them all lining up getting ready to walk out and finally walking in the show with lights and cameras. The background, floors and seating will be in all white, the only visible color will be the blue from the denim jeans walking down the stage. This will take place



Figure 6: Micro-influencer Mikaela



Figure 7: Macro-influencer Roxanne

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 will go digital with major of their ads and they will be commercialized. This has been the easiest and fastest way to grade viewers attention. Levi's plans one using 300,000 worth of advertisement promoting, this will also include the celebrities that will be used in the advertisements. Such celebrities that will be used is Angus Cloud for \$15,000-\$24,000, Justine Skye for \$14,000-\$23,000, and Barbie Ferreira for 40,000-\$74,000 (CTI 2020). Each celebrity will be featured in their own personal advertisement

where it will be visualized as a biography of their lives growing up in Levi's jeans to who they are today still wearing Levi's jeans. There will be a four advertisement to be released at the end of the year 2020, that will depict a short visual of all the essential workers of 2020 that worked to save lives and worked through this generations pandemic and it will show them all working while in the comfortable wear of Levi's blue Jeans.

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.

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