



PROCESS BOOK

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A D B R 4 4 1 . O C T O B E R 2 0 2 1



ASSIGNMENT

We are the UNITED States — what makes us united? Given the environment of such diverse opinions create a campaign for a product/ client of your choice that promotes the feeling of national unity. Think Superbowl. Despite diverse opinions, the country is one. It's not a PSA but an authentic story integrated into an every-day brand's product or service.



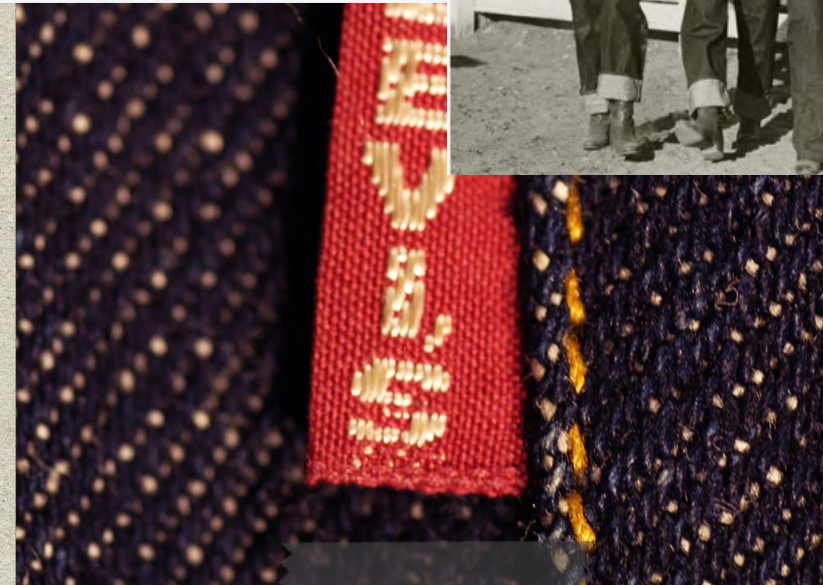


RESEARCH



PAST

- 1853 - Levi Strauss & Co. Is Founded in San Francisco, CA by Levi Strauss.
- May 20, 1873 - “birthday” of blue jeans.
- 1886 - Introducing the Two Horse Trademark.
- 1934 - Introducing Lady Levi's®.
- 1936 - The First Use of Red Tab.
- 1965 - International Division is Formed.
- 1982 - LS&Co. Responds to the Growing AIDS Crisis.





- During World War II, the company hired African-American sewing machine operators and laborers in its factories.
- Equal Employment Opportunity and Affirmative Action legislation in place, LS&Co in the 1970's.
- The Project Change initiative was launched, aimed at fighting racial prejudice and institutional racism (1990's).

RECENT PAST/PRESENT

- In July 2018, nearly 200 of our Levi's® and Dockers® stores nationwide added an "Open to All".
- In November 2018, LS&Co. was one of 56 companies to sign a letter condemning the Trump administration's Transgender Ban.
- In February 2019, LS&Co. joined an amicus brief before the Eleventh Circuit supporting the rights of transgender students.
- When introduced in the U.S. Congress in July 2015, Levi's were one of three companies to publicly endorse the Equality Act.
- In the US, SecondHand was introduced in 2020.
- 4.2 billion liters of water saved since introducing Water<Less® in 2011.





FUTURE

- Levi's is working towards: 100% sustainably sourced cotton by 2025. 100% renewable energy in owned & operated facilities by 2025. 40% reduction in greenhouse gas emissions in our supply chain. 50% reduction of water use in manufacturing in water-stressed areas by 2030.



BRAND VALUES

Empathy
Originality
Integrity
Courage



BRAND ARCHETYPES

Everyman
Hero



COMPETITORS

Calvin Klein

GAP

Wrangler[®]

PROCESS



TARGET AUDIENCE

Individuals from ages 18 to 34



PERSONA 1

Name: Ryan Evans

Gender: Male

Ethnicity: Caucasian

Age: 18

Location: Vidalia, GA

Occupation: Student

Income: \$10/hr

Favorite Brands: Spotify, H&M, Starbucks

Preferred Media Channels: Instagram, Twitter

Characteristics: Openness, imaginative, adventurous



PERSONA 2

Name: Tiffany Martinez

Gender: Female

Ethnicity: Hispanic

Age: 29

Location: Brooklyn, NY

Occupation: Lawyer

Income: \$150,000/year

Favorite Brands: Apple, Mercedes, Dior

Preferred Media Channels: LinkedIn, Twitter, Instagram

Characteristics: Honest/honorable, liberal, self-conscious

MANDATORIES



Logo

BIG IDEA OPTIONS



The first part of the campaign involves people all over the country sending in things (Tokens) they feel embody them e.g. their names in their handwriting, short phrases, small drawings, music lyrics etc. The next part of the campaign is that over a few weeks the data is collated and put together by designers to be printed onto a series of old Levi jeans and jackets from different years, not to be sold but to be showcased through different platforms (virtual exhibition). The purpose is to show the beauty in our collective story from our individual identities.



Opening up Pop-Up stores “Levi’s Trend-in Program” where people can either sell their old jeans or buy jeans that are resold. They could also bring in old jeans that might have belonged to their mom/dad etc. and get it customized.

BIG IDEA



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(This idea was modified)



~~Opening up Pop-Up stores “Levi’s Trend-in Program” where people can either sell their old jeans or buy jeans that are resold. They could also bring in old jeans that might have belonged to their mom/dad etc. and get it customized.~~

MODIFIED BIG IDEA

Purpose: To show the beauty in our collective story from our individual identities and experiences.

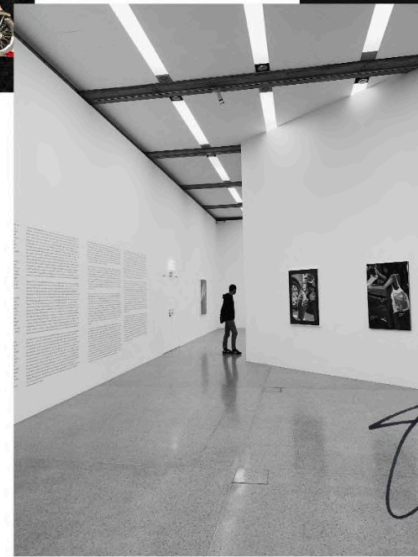
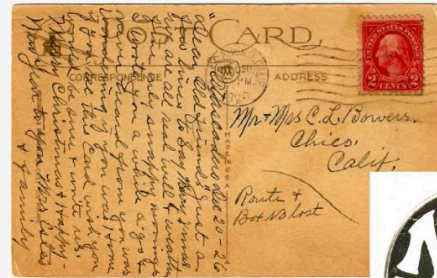


EXECUTION OPTIONS

VIRTUAL EXHIBITION

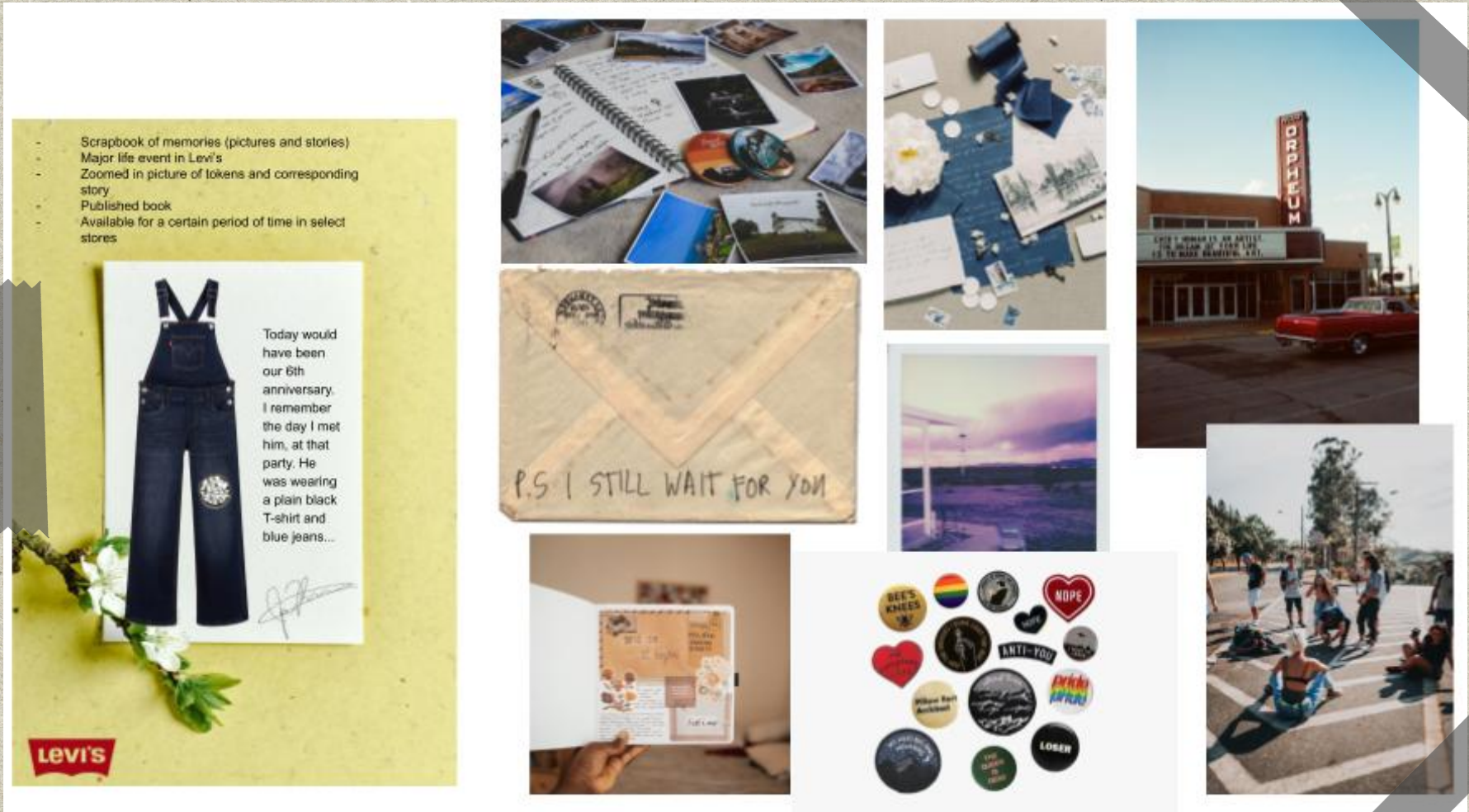
A collection of Old Denim apparel with tokens on them. These tokens can be hovered over to reveal the stories behind them.

- . Virtual exhibition
- . Most memorable day in Levis stories.
- . Denim Pieces with historic emblems
- . Exhibition on for limited time



LEVI'S SCRAPBOOK

A diverse collection of Levi's stories, memories, imagery and tokens in the form of a limited edition collectable vintage scrapbook style book.



SOCIAL BASED STORY TAKEOVER

A social media based campaign involving everyday Levis customers being featured on socials with their Levis stories and imagery to accompany.



EXECUTION

VIRTUAL
EXHIBITION

LEVIS
SCRAPBOOK

SOCIAL BASED
STORY
TAKEOVER



SCRAPBOOK

Tagline - Many stories, One Levi's

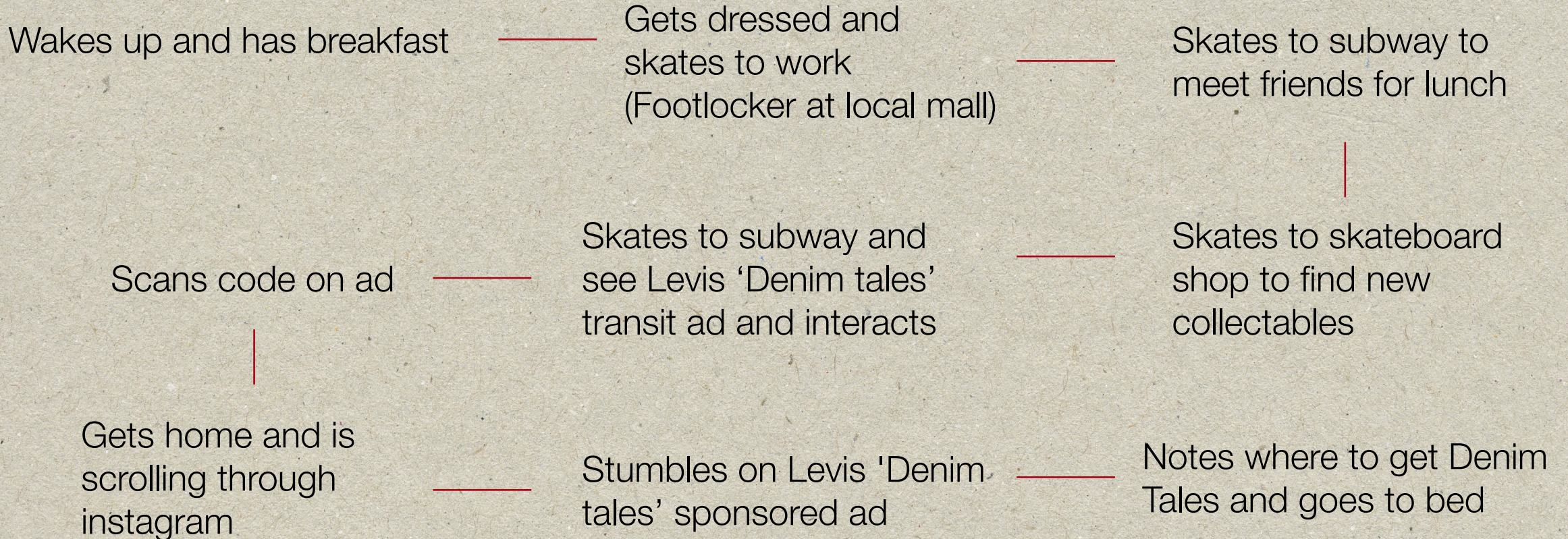
Book Title - Denim Tales

Hashtags - #togetherwearelevis

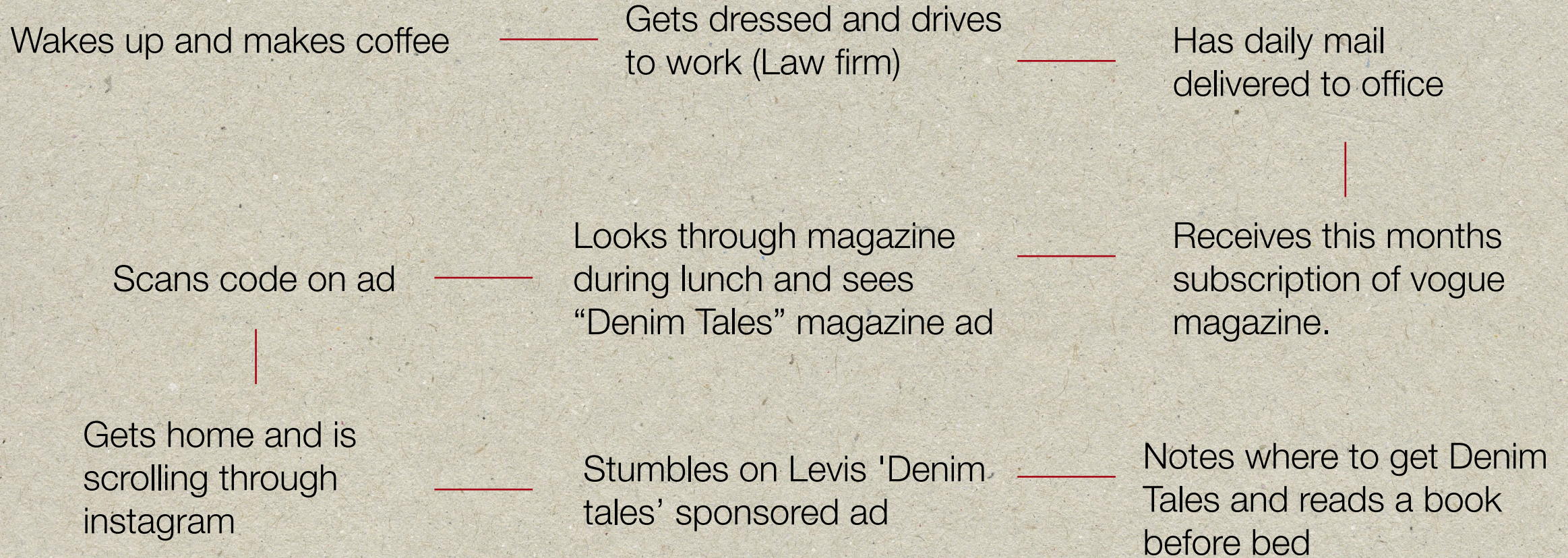
Target Audience - Targeted towards loyal Levi's customers (diverse range of buyers); The final scrapbook will be available to the public but mainly targeted towards loyal Levi's customers who sent in stories.



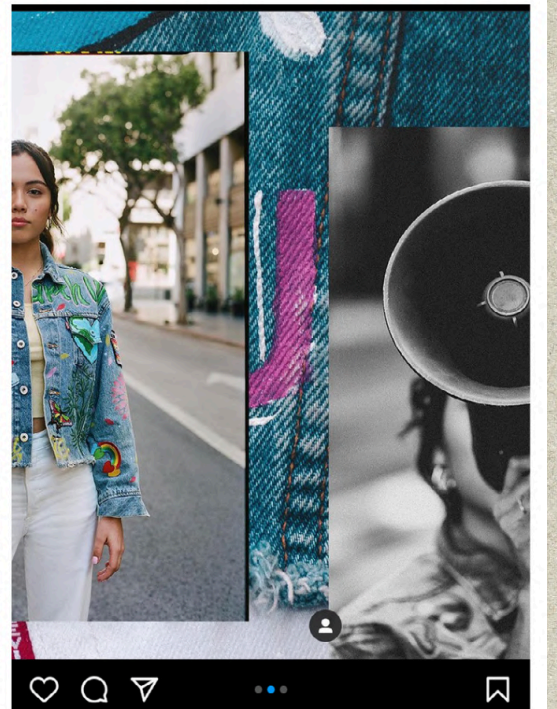
RYAN'S USER JOURNEY



TIFFANY'S USER JOURNEY

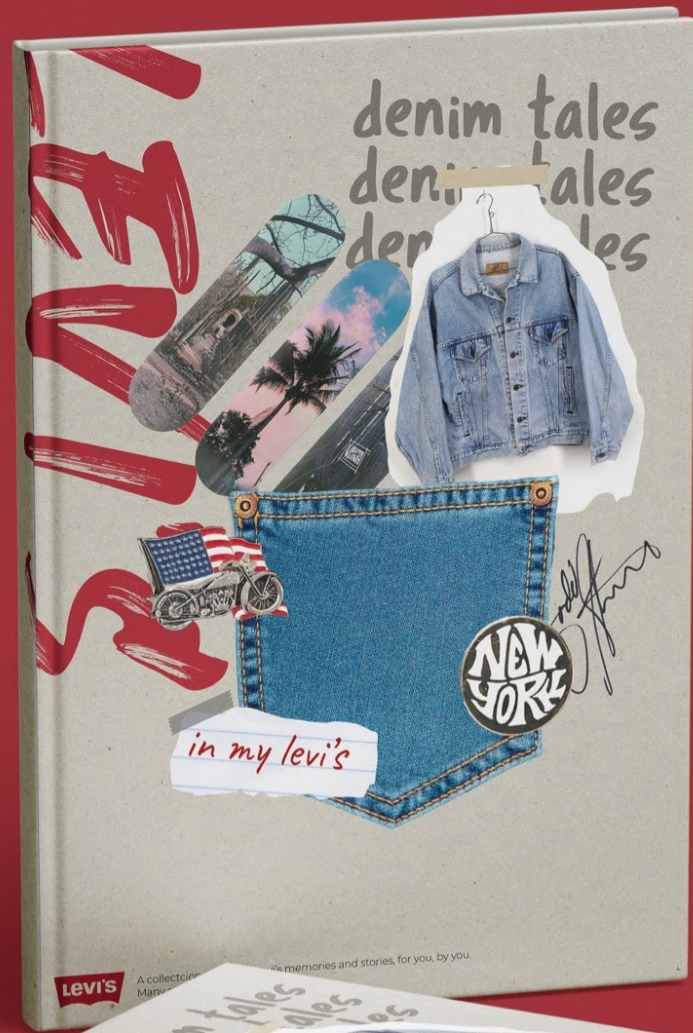


MOODBOARD



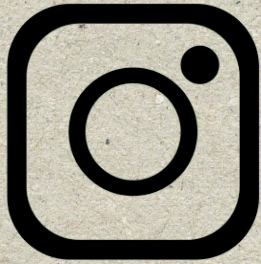
FINAL EXECUTIONS







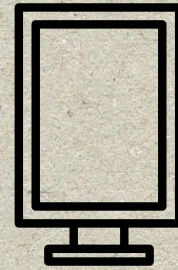
DELIVERABLES



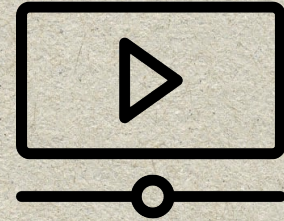
Instagram Ad



Magazine Ad



Transit Ad



Video

but holding onto all my hopes, I came to America because I knew that there was something special here waiting for me. After 10 years, I have thought of myself just how lucky I am to be in this country and follow my dream.

Anura Fernando

From Anura Fernando
New York City

Levi's #Togetherwearelevi's

denim tales
denim tales
denim tales

in my levi's

LEVI'S

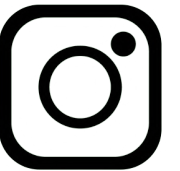
It was a hard 10 years, I have thought of quitting, but I remembered just how lucky I am to have the opportunity to be in this country and follow my dream.

but holding onto all my hopes, I knew that there was something special here waiting for me.

Levi's

A diverse collection of Levi's memories and stories. For you, By you.
Many stories, One Levi's.

Limited copies in select stores only.
www.levi's.com





years since I met my wife,
the day I proposed to her,
Levi's denim jacket over



to make...
favorite spot to have a picnic. I bought
favorite wine and I told her to pour them
into the glasses just to distract her while
I got down on one knee, and surprised her
with her grandma's ring.

She cried and said yes.

From Harry Fowler
Charlotte, North Carolina

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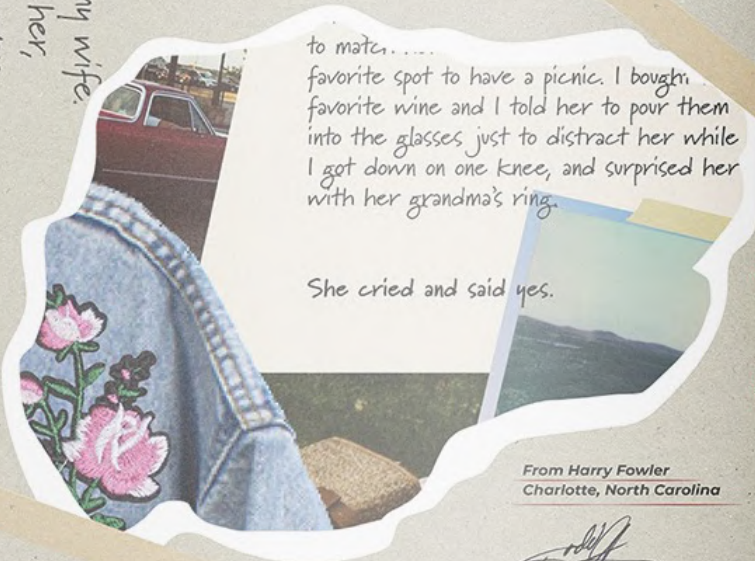
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#Togetherwearelevis
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working there for
was scared going into this job



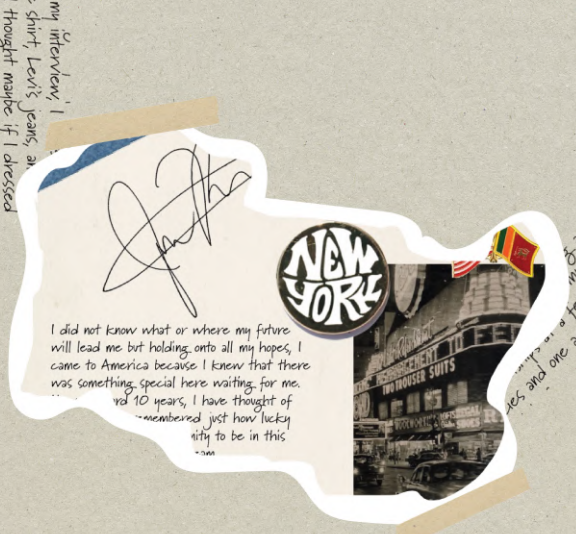
avoided getting a job my
had to face my fears. I appl
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agencies and one agency replied

Tap a Patch to explore a Levi's story



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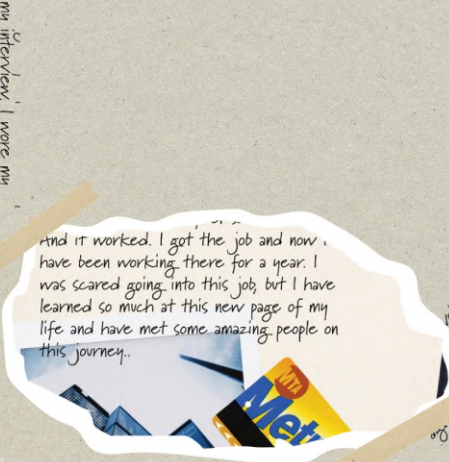


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And it worked. I got the job and now
have been working there for a year. I
was scared going into this job, but I have
learned so much at this new page of my
life and have met some amazing people on
this journey.

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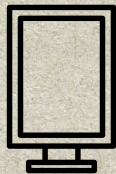
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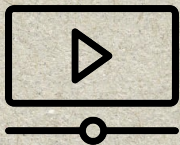
*...nt in for my interview, I wore my
 white shirt, Levi's jeans, and my
 charm. I thought maybe if I dressed
 like that, I'd be hired.*

*...working there for
 was scared going into this job*

*...avoided getting a job my wife
 had to face my fears. I applied
 for internships at a few advertising
 agencies and one agency replied*

Tap a Patch to explore a Levi's story





SOURCES

www.levi.com

<https://medium.com/ebaqdesign/brand-archetypes-the-ultimate-guide-with-48-examples-44b39eb41c8f>

www.levistrauss.com

www.my.winmo.com/hubignite/brand_profile/54633

