

LEVI STRAUSS & CO.

Case study



Levi's

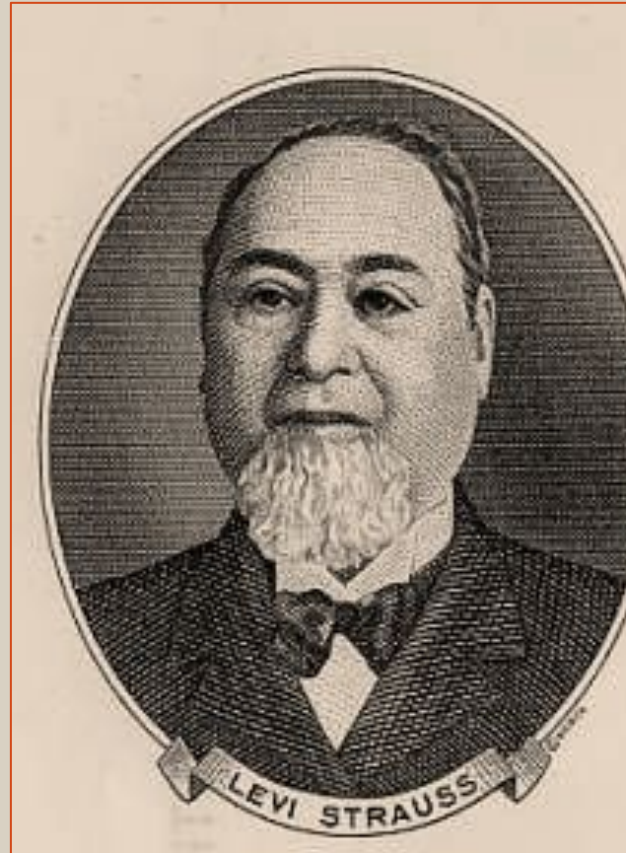
®



BACKGROUND INFORMATION



- Levi Strauss & Co. is an American clothing company known worldwide for its Levi's brand of denim jeans. It was founded in May, 1853 when German immigrant Levi Strauss came to San Francisco, California to open a west coast branch of his brothers' New York dry goods business. Today's Levi's are made overseas, in many small developing countries like India, Sri Lanka, Vietnam, Indonesia etc. because of cheap and easy labor and raw materials. The company's corporate headquarters is located in the Levi's Plaza in San Francisco.



- Levi's has been worn by people from all walks of life, from miners to actors to Nobel Prize recipients, from Marlon Brando to Albert Einstein himself, whose leather jacket was made by Levi Strauss & Co in the 1930s and sold at auction house Christies in July 2016 for £110,500.

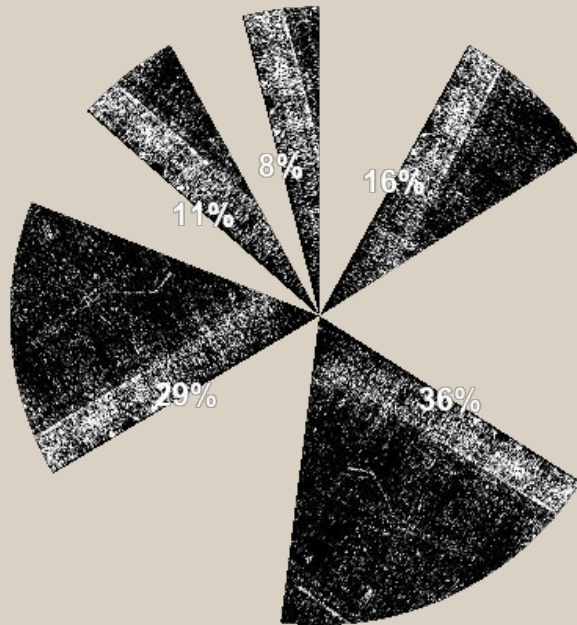


AGE BREAKDOWN OF CUSTOMERS



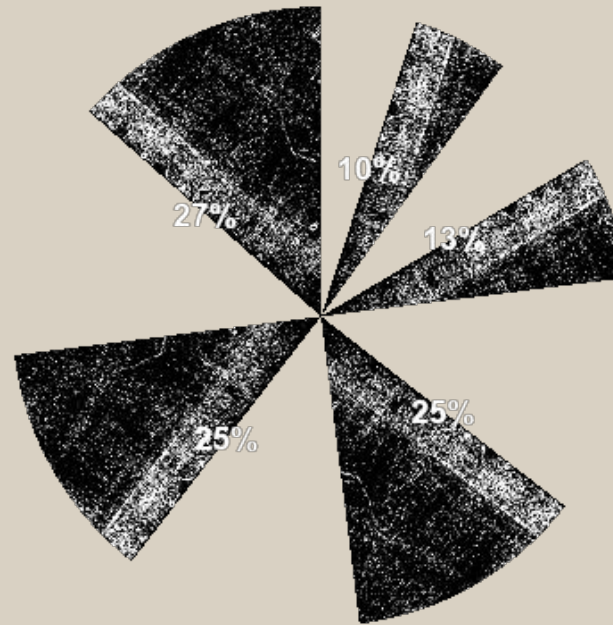
1990s

■ 14-18 ■ 19-27 ■ 28-35 ■ 36-50 ■ 51+



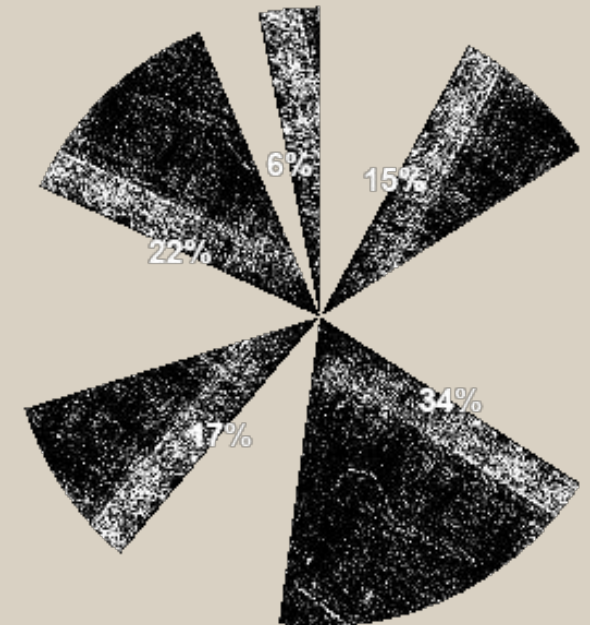
2000s

■ 14-18 ■ 19-27 ■ 28-35 ■ 36-50 ■ 51+



2015+

■ 14-18 ■ 19-27 ■ 28-35 ■ 36-50 ■ 51+



The brand lost in young consumers in the 2000s. Nonetheless, it is now picking up by launching campaigns and new products.



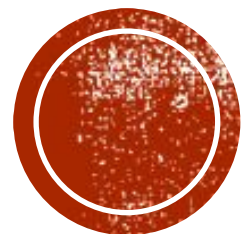
RECENT MARKET RESEARCH



Question			
Levi's was popular in the youth of our parents	80%	10%	10%
Levi's is under-rated	35%	59%	6%
People are too obsessed with the concept of Levi's jeans	57%	30%	13%
Levi's is for my generation	45%	52%	3%
Levi's designs are timeless and unique	60%	33%	7%
I own Levi's merchandise	40%	45%	15%

We asked a large focus group of 16-25-year-old men and women to tell us some things about our company. Here are the results:





LAUNCHING A COMPLETELY NEW LINE OF CASUAL SHOES: THE FUTURE

This project is aimed at attracting new consumers, particularly those under 27. The new line of shoes will have a modern look and will look appealing to the young generation thanks to the unexpected elements and experimental design. It is slightly off the company style, however, we hope the project meets its goals of attracting younger customers and will bring the company back into the big market.

Main information about the shoes is available next.



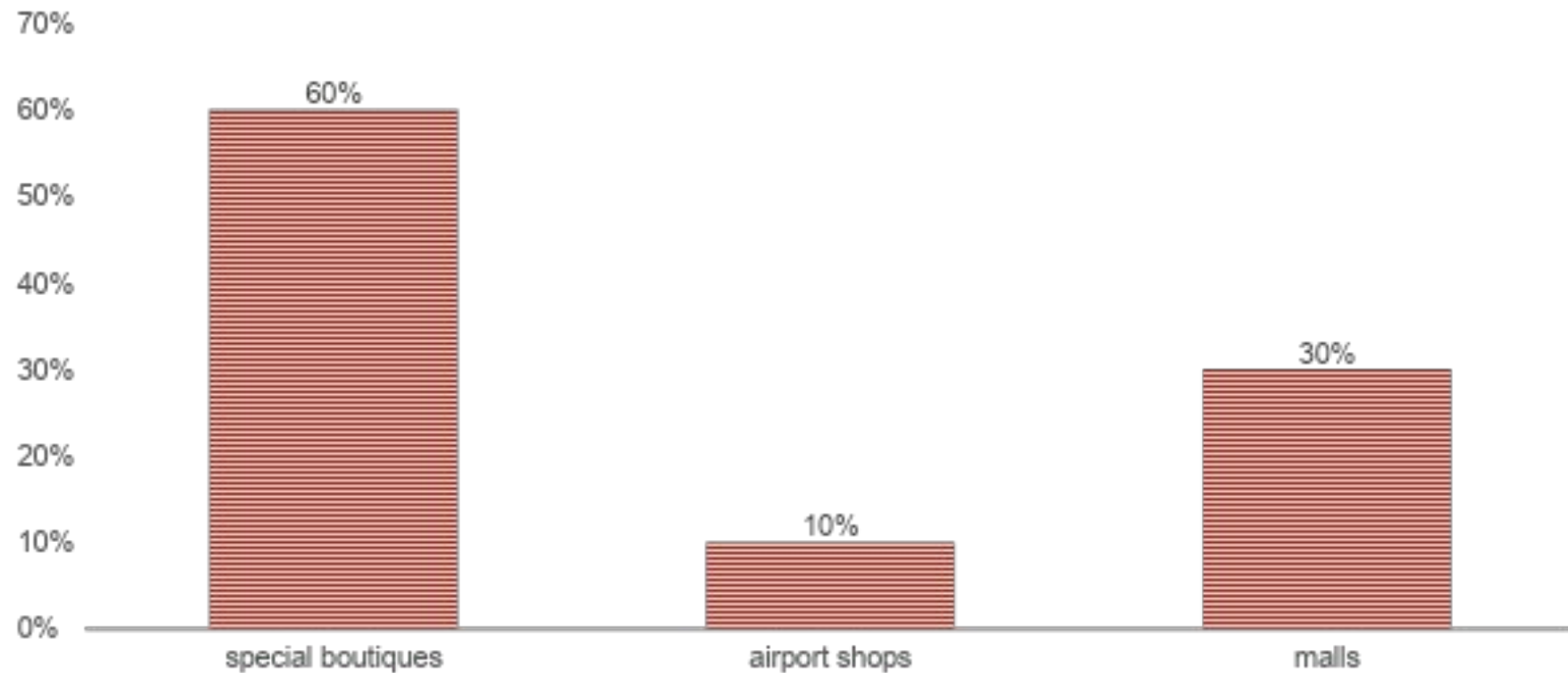
GENERAL INFORMATION

Price	Medium
Name	Levi's <i>FOOTure</i>
Image	Urban, sporty and daring



RETAIL

where *FOOTure* will be sold



IMAGE

- The **FOOTure** project shall **save the best** our company has got to offer and mix it with new technology, **style influences** and consumer needs. The project is to be under the main Levi's logo, however, given a new look:



SLOGAN



- We want to prove to our consumers that we **stay up-to-date**. Our main idea in the **FOOTure** project is to **save our traditions** of high-quality product, but with that to **be relevant and sausy**.
- Our slogan is well -recognized and represents the company policy. Therefore, we shall keep it as the slogan for **FOOTure**, too:

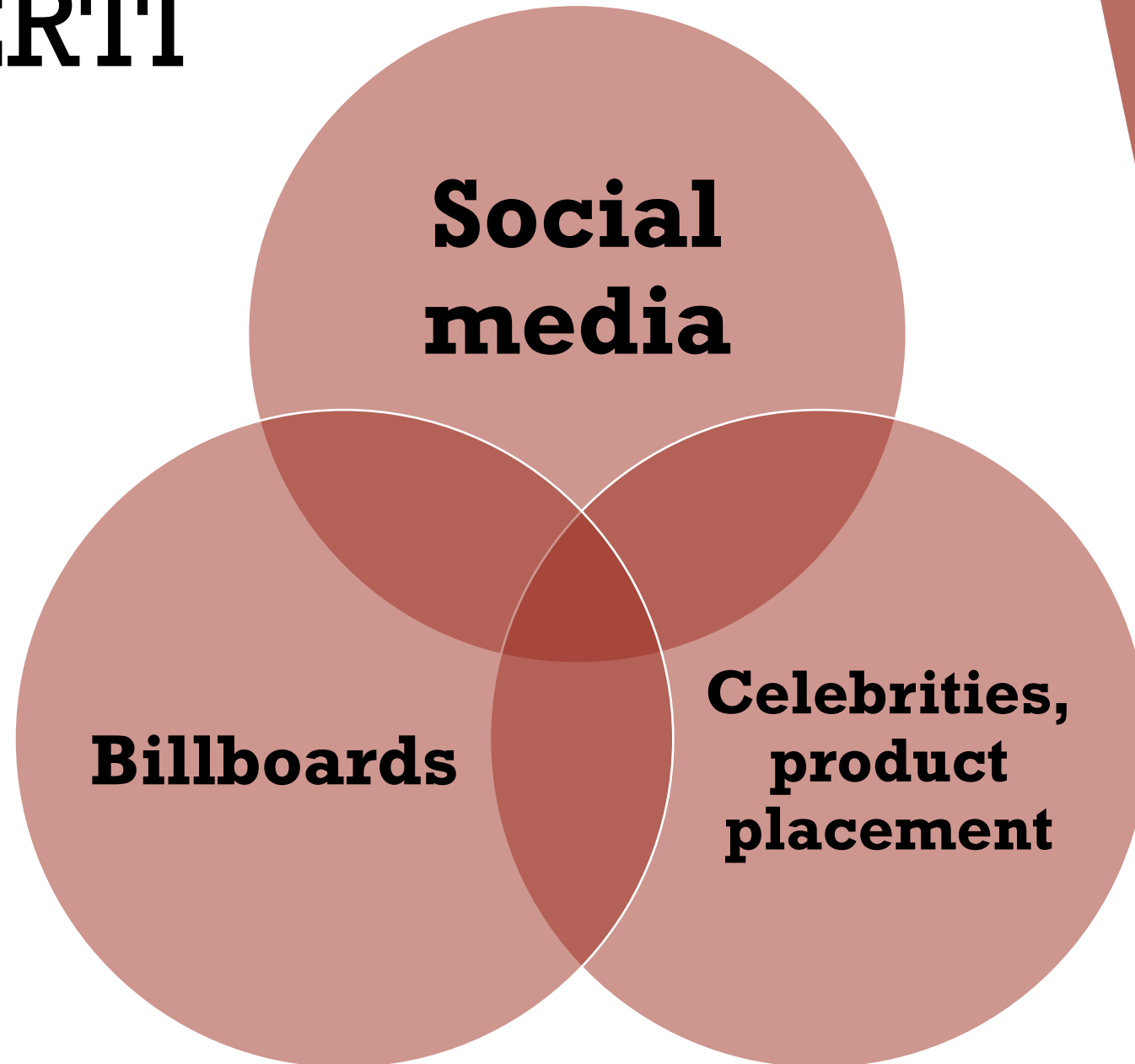
“Quality never goes out of style”



ADVERTISING

Levi's
See you in the *FOOTure*

®



PROMOTION IDEAS

Levi's
See you in the *FOOTure*

®

Collab's

Collaborate with
modern companies
that are trendy today

Workshops

Spaces where Levi's
lovers will be able to
decorate their
merchandise with
unique patches and
badges

Email

Send gifts and special
offers to our best
customers via email;
send sale information to
all registered customers

