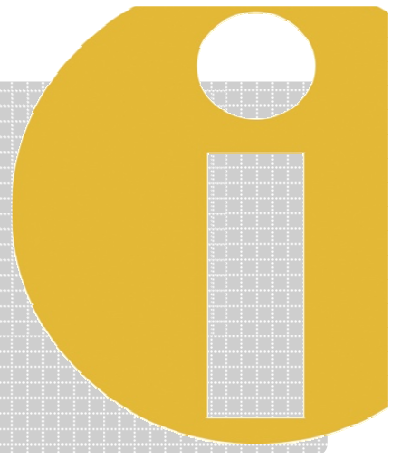


“AWARENESS
DIRECTED TOWARDS
WOMEN INCREASED
200 PERCENT”



Levi's USA

OBJECTIVE:

Levi Strauss and Company wanted to create a campaign that repositioned the existing brand lines of Levi's Jeans for Women. In conjunction with the campaign, the company wanted to measure the impact of a multi-media campaign utilizing outdoor and print.



BREAKDOWN:

Posters, bulletins, transit advertising (all ranging from #25 GRP to #100 GRP showings), and full-page magazine ads were used together in a combined effort to create a media mix that would achieve the most impactful results. Three waves of mall-intercept tracking research was conducted in four test markets: Los Angeles, Detroit, Boston, and Oklahoma City.

OUTCOME:

The research revealed that from the pre-campaign to the post-campaign, the unaided advertising awareness directed towards women increased 200 percent.

The results clearly demonstrated the powerful impact that outdoor has upon advertising awareness, recognition, and brand name identification, all of which are key factors in influencing purchasing decisions. The most dramatic increase occurred with the brand identification of Levi's Jeans for Women, which increased 1200 percent during the campaign period.



Source: Outdoor Advertising Association of America