

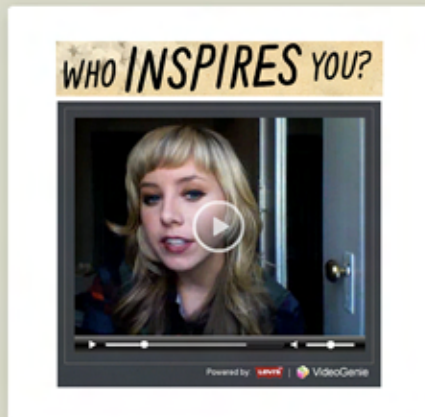
Case Study



The Levi's® brand empowered its customers to share their stories with the world in their own voices, cultivating a community based on real engagement and genuine inspiration.

OVERVIEW

As part of the Levi's® brand's broader digital initiative, "Shape What's to Come," a global online community where Millennial women around the world can connect with peers and mentors to shape their futures, fans visit the Levi's® Facebook page to record and share personal anecdotes that answer the question: "Who Inspires You?"



"We empowered fans to connect with the Levi's® brand to share their stories of inspiration in an authentic voice. None of this would have been possible without VideoGenie."

Gareth Hornberger

Digital Marketing Manager,
The Levi's® Brand

THE CAMPAIGN

With a passionate, dedicated audience of millions of people all around the world, the Levi's® brand recognized an immense opportunity to engage and capture the spirit of its fans. As part of its broader digital initiative, Levi's® embarked on a campaign called "Shape What's to Come," a program aimed to inspire and unite women across the world around their passions, experiences and causes. Infusing innovative social elements into the campaign, Levi's® sought to gather real-world, personal anecdotes that answered the question: "Who Inspires You?"

LEVI'S® & VIDEOGENIE

Using VideoGenie's simple platform, Levi's® harnessed the unparalleled authenticity and power of video to create the Free Forum Facebook tab application on the brand's Facebook page. Fans could visit the page to easily record and post 15-second videos dedicated to someone who had inspired them, which then became part a video gallery showcasing the many different stories and inspirations of the Levi's® community. Powerful analytics built right into the platform helped Levi's® identify and feature the videos fans really loved, front and center.

THE CLIENT

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world - capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style.

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"I am inspired by my 10 year old daughter who came home with straight A's today for the first time ever. She's so wonderful!"

— Video recorded by Steve, Levi's® fan



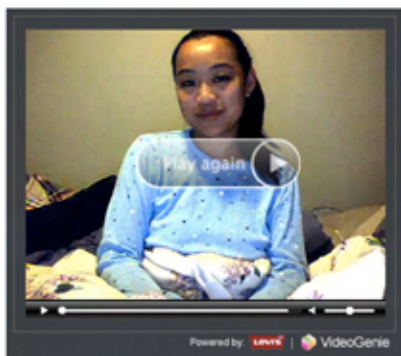
RESULTS

- ➔ 88% of customers who recorded videos went on to post those videos to their own Facebook Walls.
- ➔ Fans' Facebook Wall posts inspired their friends to visit the Levi's® Facebook page and record videos, resulting in a 4% increase in participation.
- ➔ Over 500 videos were recorded during the first month of the campaign.
- ➔ Levi's® gathered more than 2 hours of usable video content.
- ➔ Levi's® built an ad around the campaign, incorporating snippets of poignant video responses, from being inspired by family to advice about following your dreams.

"VideoGenie allowed us to curate hundreds of videos and successfully launch our campaign," says Gareth Hornberger, digital marketing manager at Levi's®. "The video content generated was a tremendously valuable resource and we used it in multiple ways to highlight real customers who embody the pioneering spirit of the Levi's® brand."

"I am very inspired by the generation before me. They taught me how to be respectful and very appreciative of the little things in life. I'd like to pass this down to my generation and generations after me."

— Video recorded by Alexandra, Levi's® fan



WHAT'S NEXT?

The Levi's® brand is now one of the most digitally connected clothing brands, and credits much of its success to its willingness to embrace partnerships with some of the most innovative companies in the world. Levi's® successful collaboration with VideoGenie was not only a step forward in tapping new platforms to empower fans, but represents a broader shift in the ways in which brands and people connect both online and in real life. Levi's® is currently working on a new version of the FreeForum focused on the Levi's® Film Workshop which will ask fans to talk about street artists in their communities.

"We're always looking for innovative and compelling ways to engage our community and VideoGenie was the perfect partner for this initiative," explains Gareth. "We're excited to see where the partnership will take us."