



2020 APAC Effie® Awards Gold Winner

Studs

Categories:
Retail (Gold)

Product/Service Classification: Retail

Brand: Levi's

Client: Levi's

Lead Agency: GIGIL

Original Version

Executive Summary

Not many brands can boast of a 72% increase in revenue during the Christmas season, especially a product as un- Christmasy as denim.

But Levi's did just that in 2018 thanks to a heartfelt digital film that launched their newest retail experience to Filipino Millennials: an in-store facility that allowed buyers to personalize any Levi's product.

By staying true to the Filipino spirit of Christmas—and disrupting Levi's Western imagery—this film also boosted brand health sentiment, purchase intent, and sell-through growth. It increased overall holiday season sales by 16% vs. past year: a remarkable achievement coming from a brand previously associated with uncles.

Market Background

The Philippines was an American commonwealth for four decades and American culture is still treasured across the archipelago.(1) American movies dominate theaters, restaurants with all-American burgers are popular, and brands with Western-looking endorsers are aspirational.(2)

While this is still pervasive, the emergence of Asian pride has influenced the beauty, entertainment, and fashion industries.(3) Brands that were created with the Asian consumer in mind, such as Uniqlo, have made a huge splash in the local market.(4)

This has affected many brands, including Levi's, who, with their all-American brand DNA, never felt the need to inculturate itself in the Philippines.(5)

With the changing tides, Levi's wanted to start developing a deeper relationship with the new generation of consumers—the Millennials.

State of the Marketplace & Brand's Business/Strategic Communication Challenge

LEVI'S: THE OFFICIAL BRAND OF UNCLES

Nothing dampens a fashion brand's street creds quicker than association with an uncool market.

Levi's, with its images of Americana, and with years of patronage from older men, was deeply associated with dads and uncles. Not in a cool, vintage way, but in way that prevented younger generations from seeing Levi's as an option for them (unless their parents were taking them shopping and footing the bill).(6)

Thanks to this association, the brand was seen as old, run-of-the-mill, and boring, while other fashion players managed to project youth and vibrancy.(7)

MOVING AWAY FROM MASS-PRODUCED TO PERSONALIZED, OWNABLE PRODUCTS AND SERVICES

The world has been moving towards building a deeper relationship with customers through customization and personalization of products and services for some years now.(8) This is especially true for Millennial consumers, who value self-expression, collaboration, and love having a platform to share their experiences with their world.(9)

To help address the business issue of being seen as an old brand, Levi's decided to strategically use personalization to reach out to the Millennial market: they crafted a new retail experience called "The Levi's Tailor Shop" in Q4 of 2018, which allowed buyers who made a purchase of at least Php 4,000.00 (roughly USD 75.00) to customize their denim in-store.

They were hoping to hit the ground running by launching during the Christmas season.

However, drumming up excitement for The Levi's Tailor Shop, especially amongst Millennials, was not as simple as creating awareness.

Levi's was fighting an uphill battle at a time when all brands were trying to earn a share of wallet.

Audience

While clothing is for everyone, fashion is for those who do not set limits on their self-expression, and do not kowtow to societal norms.

Similarly, Levi's newest retail service, The Levi's Tailor Shop, was for all Filipinos. But the brand focused strategic efforts on developing a relationship with Millennials as a way of future-proofing its business, lest it go when Gen X does.

Focused on flaunting their experiences, and their uniqueness with the world,(10) and making up one-third of the population,(11) the Millennial generation was poised to set the tone for the next 5 years of Philippine culture.(12)

Objectives & KPIs

Not one to shy away from a challenge, Levi's aimed to achieve a KPI superfecta with this campaign. The objectives were to:

1.[Brand objective] Positively affect Filipinos' attitudes/feelings towards Levi's, as measured by:

- * Brand health sentiment [Perception of the target market towards Levi's]
- * Purchase intent [Probability that target market will buy Levi's over the holiday period]; and,

2.[Business objective] Boost overall business during the Christmas season, as benchmarked against 2017 figures. Our KPIs were:

- * Revenue increase due to The Levi's Tailor Shop
- * Sell-through growth [Amount of inventory sold in a given period, relative to the amount of inventory received in the same period]

Sourcing: Section 1

(1) Armecin, C., (n.d.), "Consumerism in the Philippines: Why Do Filipinos Patronize Foreign Products?" Retrieved from website: PHILIPPINEONE.

(2) David, E.J.R., (2017, Nov 2), "Filipinos, Colonial Mentality, and Mental Health." Retrieved from website: Psychology Today.

(3) Third party agency research.

(4) Client research.

(5) Client research.

(6) Agency research.

(7) Agency research.

(8) Hyken, S. (2017, May 13), "Recommended Just For You: The Power of Personalization." Retrieved from the website: Forbes.

(9) Nichols, R., (2018, Jan 8), "Customization and Personalization: Two Sides of the Same (Millennial) Coin." Retrieved from website: AB Tasty.

(10)Philippine Daily Inquirer, "Move over Millennials, Gen Z is here and read to make their mark." Retrieved from the website:Philippine Daily Inquirer.

(11)PANA, "Decoding Millennials," Retrieved from the website: PANA.

(12)Tayao-Juego., (2019, July 5). "Gen Z, millennials give brands all the feels." Retrieved from the website:Philippine Daily Inquirer.

Insight

The launch of The Levi's Tailor Shop was tied to the Christmas season, so the team knew that any effort it made had to be festive.

However, Christmas isn't just a holiday to Filipinos, as evidenced by the fact that we have the longest Christmas season in the world. Starting on the 1st of September and lasting until the Feast of the Three Kings in January of the next year,(1) Christmas is both the biggest retail period—and the most beloved time of year for Filipinos across ages.(2)

Akin to China's Chinese New Year, or India's Diwali,(3) Christmas, to Filipinos, isn't just about gifts; it's a season when Filipinos all over the world, come home to be with family. It's a season of reliving decades-old family traditions, and creating new ones with younger generations. And above all, it's about love for family.(4)

The season is soaked in tradition, memory, and emotion.

The team knew that the only way to deeply connect with Filipino Millennials, at a time as cluttered as Christmas, was by telling a captivating story about their truth, and their culture.

So, despite Levi's all-American DNA and curated Western imagery, for the first time in the brand's history in this market,(5) Levi's superseded their own mandates, and came out with a story that unspooled in a distinctly Filipino way.

The Big Idea

To increase Filipino Millennials' love for Levi's, Levi's showed the brand loves them first—overlooking the things precious to Levi's, to value those precious to Millennials.

Sourcing: Section 2

(1) Flores, M. (2017, September 5), "10 Unique Christmas Traditions in the Philippines." Retrieved from website: FAQ.ph

(2) Client research.

(3) Agency research.

(4) Agency research.

(5) Client research.

Bringing the Idea to Life

Rather than a highly publicized, hard-sell approach, the team wanted to create a campaign that could gain traction organically. The best way to organically connect with Filipinos was to tell a story that would deeply touch them,(1) so efforts were focused on creating a film that could live up to the Filipino spirit of Christmas—the spirit of unconditional love and acceptance.(2)

With this, “Studs” was crafted—a film about a father and a son, and a personalized denim jacket. Published on social media, the film highlighted the rewards of a meaningful holiday gift in a way that was touching, relatable, and shareable.(3)

While it was supported by materials on channels Millennials often accessed, such as Instagram, influencer blogs, and popular websites, the film was the heart of the campaign.

Sourcing: Section 3

(1) Client research.

(2) Agency research.

(3) Client research.

Results

Levi’s had big goals for Christmas 2018. To review, the brand wanted to:

1.[Brand objective] Positively affect Filipinos’ attitudes/feelings towards Levi’s, as measured by: Brand health sentiment

RESULT: Millennials didn’t have strong feelings for Levi’s prior to the campaign. They simply saw Levi’s as something their parents used. Thanks to “Studs,” there was an 84-POINT IMPROVEMENT IN POSITIVE SENTIMENT TOWARD LEVI’S AMONG MILLENNIALS.(1)

Purchase intent

RESULT: The improvement in brand health sentiment translated to a parallel rise of +80 POINTS IN PURCHASE INTENT DURING THE CHRISTMAS SEASON.(2) From being seen as a brand for uncles, to being considered by Millennials for Christmas was a major accomplishment for the brand. Based on improvements on these two facets, the team is proud to say it were able to accomplish the brand objective of the client.

More than just an improvement in how they viewed Levi’s, however, “Studs” was able to improve Levi’s Philippines’ business.

2.[Business objective] Boost overall business during the Christmas season, benchmarked against 2017 figures, as measured by:

Revenue increase due to The Levi’s Tailor Shop

RESULTS: Thanks to the film’s 11M VIEWS, 28,000 SHARES, and 2,600 COMMENTS,(3) all stores with The Levi’s Tailor Shop experienced AN AVERAGE GROWTH IN REVENUE OF 72% VS. THEIR 2017 SALES FIGURES.(4)

Sell-through growth

RESULT: The brand’s sell-through growth also INCREASED BY 15.6% COMPARED TO THE 2017 CHRISTMAS SEASON.(5)

“Studs” might have been a simple video, but the impact it had on the brand and business of Levi’s speaks volumes on how emotionally connecting with people will help a brand stand out, even during a retail season as noisy as Christmas.

MOST IMPORTANTLY, OVERALL HOLIDAY SEASON SALES OF THE LEVI'S BRAND INCREASED BY 16% IN 2018 (VS. 2017) BECAUSE OF THE CAMPAIGN.(6)

Beyond helping Levi’s achieve their goals, “Studs” also received local and international creative recognition. All in all, Levi’s achieved all their KPIs.

Additional Marketing Components

	Couponing		Other marketing for the brand, running at the same time as this effort
	CRM/Loyalty Programs		Pricing Changes
	Economic Factors		Weather
	Giveaways/Sampling		None
	Leveraging Distribution	<input checked="" type="checkbox"/>	Other : Minimum purchase

Other Contributing Factors

To qualify for the free customization service of The Levi's Tailor Shop, the shopper had to make a minimum purchase of USD 75.This helped in increasing the revenue of Levi's.(7)

Sourcing: Section 4

- (1) Unruly (third party research conducted for the brand).
- (2) Unruly (third party research conducted for the brand).
- (3) OMD (media) research.
- (4) Client research.
- (5) Client research.
- (6) Client research.
- (7) Client research.

Media Addendum

Paid Media Expenditures

Current Year: 2018		Year Prior: 2017	
<input checked="" type="checkbox"/> Under \$100K	<input type="checkbox"/> \$1M - under \$5M	<input checked="" type="checkbox"/> Under \$100K	<input type="checkbox"/> \$1M - under \$5M
<input type="checkbox"/> \$100K - under \$250K	<input type="checkbox"/> \$5M - under \$10M	<input type="checkbox"/> \$100K - under \$250K	<input type="checkbox"/> \$5M - under \$10M
<input type="checkbox"/> \$250K - under \$500K	<input type="checkbox"/> \$10M - under \$20M	<input type="checkbox"/> \$250K - under \$500K	<input type="checkbox"/> \$10M - under \$20M
<input type="checkbox"/> \$500K - under \$1M	<input type="checkbox"/> \$20M and over	<input type="checkbox"/> \$500K - under \$1M	<input type="checkbox"/> \$20M and over
		<input type="checkbox"/> Not Applicable	

Compared to other competitors in this category, this budget is:

- Less About the same More

Compared to overall spend on the brand in prior year, the budget this year is:

- Less About the same More Not Applicable

The media budget for Levi's "Studs" was USD 19,724.

Shared 28,000 and viewed 11M times, however, its organic, earned media according to OMD was USD 92,695-- outperforming the paid media budget by 470%.

Owned Media

The film was launched on Levi's social media page. As such, the audience was able to automatically connect with the brand after viewing the film.

Sponsorships

NA

Communications Touchpoints

<input type="checkbox"/> Branded Content	<input type="checkbox"/> Mobile/Tablet	<input type="checkbox"/> Product Design
<input type="checkbox"/> Cinema	<input type="checkbox"/> App	<input type="checkbox"/> Professional Engagement
<input type="checkbox"/> Consumer Involvement/ User Generated	<input type="checkbox"/> Display Ad	<input type="checkbox"/> Closed Loop Marketing (CLM)
<input type="checkbox"/> Consumer Generated	<input type="checkbox"/> In-App or In-Game Ad	<input type="checkbox"/> Congresses
<input type="checkbox"/> Viral	<input type="checkbox"/> Location-based Communications/ Real Time Marketing	<input type="checkbox"/> Continuing Engagement
<input type="checkbox"/> WOM	<input type="checkbox"/> Messaging/Editorial/Content	<input type="checkbox"/> Detail/E-Detail/ Interactive Visual Aids (IVAs)
<input type="checkbox"/> Direct	<input type="checkbox"/> Other	<input type="checkbox"/> Informational/ Documentary Video
<input type="checkbox"/> Email	<input type="checkbox"/> OOH	<input type="checkbox"/> In-Office

<input type="checkbox"/> Mail	<input type="checkbox"/> Airport	<input type="checkbox"/> Radio
<input type="checkbox"/> Ecommerce	<input type="checkbox"/> Billboard	<input type="checkbox"/> Merchandising
<input type="checkbox"/> Events	<input type="checkbox"/> Place-Based	<input type="checkbox"/> Program/Content
<input type="checkbox"/> Guerrilla	<input type="checkbox"/> Transit	<input type="checkbox"/> Spots
<input type="checkbox"/> Ambient Media	<input type="checkbox"/> Other	<input type="checkbox"/> Retail Experience
<input type="checkbox"/> Buzz Marketing	<input type="checkbox"/> Packaging	<input type="checkbox"/> In-Store Merchandising
<input type="checkbox"/> Sampling/Trial	<input type="checkbox"/> Point of Care (POC)	<input type="checkbox"/> In-Store Video
<input type="checkbox"/> Street Teams	<input type="checkbox"/> Brochures	<input type="checkbox"/> Pharmacy
<input type="checkbox"/> Tagging	<input type="checkbox"/> Coverwraps	<input type="checkbox"/> POP
<input type="checkbox"/> Wraps	<input type="checkbox"/> Electronic Check-In	<input type="checkbox"/> Retailtainment
<input type="checkbox"/> Interactive/Online	<input type="checkbox"/> Video (HAN, Accent Health)	<input type="checkbox"/> Store within a Store
<input type="checkbox"/> Brand Website/Microsite	<input type="checkbox"/> Wallboards	<input type="checkbox"/> Other
<input type="checkbox"/> Contests	<input type="checkbox"/> Other	<input type="checkbox"/> Sales Promotion
<input checked="" type="checkbox"/> Digital Video	<input type="checkbox"/> PR	<input type="checkbox"/> Search Engine Marketing (SEM/SEO)
<input type="checkbox"/> Display Ads	<input type="checkbox"/> Print	<input checked="" type="checkbox"/> Social Media
<input type="checkbox"/> Gaming	<input type="checkbox"/> Custom Publication	<input type="checkbox"/> Sponsorship
<input type="checkbox"/> Geo-based Ads	<input type="checkbox"/> Magazine - Digital	<input type="checkbox"/> Trade Shows
<input type="checkbox"/> Mobile/Tablet Optimised Website	<input type="checkbox"/> Magazine - Print	<input type="checkbox"/> TV
<input type="checkbox"/> Podcasts	<input checked="" type="checkbox"/> Newspaper - Digital	<input type="checkbox"/> Branded Content
<input type="checkbox"/> Video Skins/Bugs	<input checked="" type="checkbox"/> Newspaper - Print	<input type="checkbox"/> Interactive TV/Video on Demand
<input type="checkbox"/> Other	<input type="checkbox"/> Trade/Professional	<input type="checkbox"/> Product Placement
<input type="checkbox"/> Internal Marketing		<input type="checkbox"/> Sponsorship
		<input type="checkbox"/> Spots
Other: Facebook and Instagram (Social Media), Influencer blogs, popular websites among Millennials		