

LEVI'S

Problem

How does an advertiser drive consumers in-store to make purchases?

Solution

Use beacon-enabled OOH in key markets to provide custom, location based promotions.

Background

Levi's is the #1 jeans brand globally, with leading share in most markets. However, in recent years, the brand had been relatively stagnant – in sales and equity.

In order to return the brand to its rightful position, in not only share, but in the hearts of consumers, they needed to reconnect with what makes LEVI'S great & unique. They needed to assert the brand's purpose with authority, and embrace the breadth of consumers that love to "Live in LEVI'S".

Objective

The objective of the campaign was to incent consumers with a value proposition to drive them into stores to make purchases.

LEVI'S incorporated technology to enable 'old' media to delight millennials and create a new way to connect and drive store traffic.

Strategy

While mobile would sit at the core of LEVI'S OOH strategy for the "Live in LEVI'S" campaign, contextually-relevant messaging was paired with location to connect with millennials.

LEVI'S leveraged one of the newest mobile technologies, beacons, in a "media first" execution on targeted street-level OOH. Combining beacons with a mobile app, LEVI'S delivered a custom, location-based CTAs (call-to-actions) encouraging consumers to, "go to store to redeem your discount."

With a focus on securing beacon-enabled OOH, LEVI'S sought out targeted, street-level media and transit executions within LEVI'S key retail markets, New York and San Francisco. LEVI'S secured 142 phone kiosks in New York and 15 Muni card cars in San Francisco that were located in close proximity to their local retail stores and high traffic/dwell time areas.

After securing the media formats, LEVI'S partnered with a mobile-optimized shopping experience app to send LEVI'S specific messaging to get consumers in-store. When an app user passed a LEVI'S beacon-enabled OOH phone kiosk or Muni card car, the consumer was sent a push alert with a LEVI'S offer such as "You just found a special LEVI'S offer in Times Square." When a user tapped on the push alert, the app would open to a LEVI'S experience that included a promo offer, a lookbook, and a LEVI'S store finder. When a user



visited one of the LEVI'S retail stores, they could redeem one of three promotional offers:

- "30% off our favorite fits"
- "\$10 off 501 or Trucker Jackets"
- "\$20 off a purchase of \$100 or more"

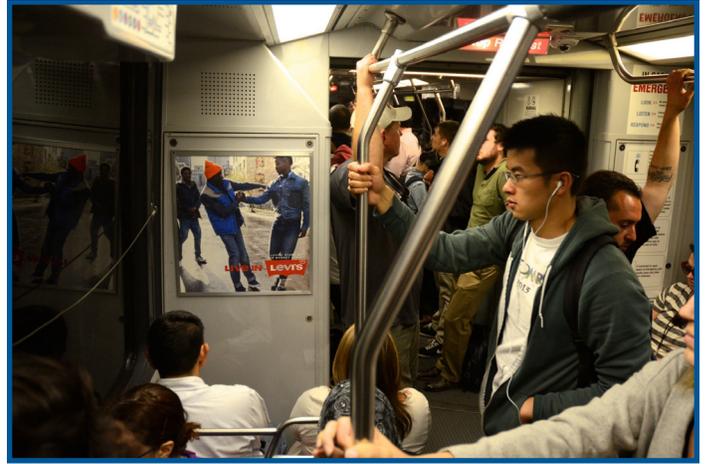
Plan Details

Markets: New York and San Francisco

Flight Dates: 8/18-9/17

Formats:

- o NY – Phone Kiosks (142 units)
- o SF – Muni Card Cars (15 units)



Results

The campaign generated 55,968,259 impressions.

Users engaged with the push alerts and visited LEVI'S stores.

- Mobile Alerts were sent to 2,311 unique users
- 29% of users who were sent a push alert opened and interacted with at least one push alert
- 30% of the users who opened the experience opened the coupon
- With no industry benchmarks, the LEVI'S beacon campaign had an engagement rate triple of past initial OOH test campaigns (QR and NFC tests) that posted engagement rates in the 5-10% range.
- 12% of users that received an alert visited a store
- Of consumers that went in-store, the LEVI'S Times Square and 34th St. Stores in New York were the highest visited store with both receiving 20% of the total visits.
- Based on app's "Interest Profiles," users with a brand affinity for Levi's and apparel were more likely to visit a store – users with a demonstrated interest in LEVI'S Brand (had explored at least one product in previous shopping experiences) had a 2.6x higher Place Visit Rate.

Due to the flexibility afforded by integrating mobile through beacons, LEVI'S was able to test different promotional messaging to see what type of offers resonate with consumers. LEVI'S tested three different push alert promo offers. The most viewed offer (49% of all views) was "30% off our favorite fits."

