



Building Awareness for the Levi's® Lifestyle

The classic American retailer used Instagram to style its apparel as the uniform for living in the moment, reaching 7.4 million people. In addition, 24% of people who saw more than one ad remembered seeing a Levi's® ad.



People in the U.S.
Reached



Lift in Ad Recall

STORY

On the Frontier of Fashion

An iconic San Francisco brand with heritage dating back to the 1800s, Levi's® jeans have become the most recognizable and imitated clothing in the world. The brand maintains its pioneering spirit through a commitment to innovation and craftsmanship rooted in its denim and work wear heritage.

GOAL

Crafting a Sense of Life in Levi's® Apparel

In the lead up to the holidays, the Levi's® brand sought to be top of mind and build awareness for the lifestyle it inspires.

SOLUTION

Capturing Moments of Wonder on Instagram

The Levi's® brand was among the first advertisers on Instagram. Over a nine day period in November, the retailer posted four sponsored images featuring people wearing its iconic denim apparel and sharing a moment in beautiful outdoor spaces. Ads were targeted to users aged 18-34 in the U.S. Instagram's large audience ensured that the sponsored posts reached millions of people who visit Instagram regularly to be inspired by well-crafted imagery.

By managing the frequency of the sponsored posts, Instagram ensured that users saw Levi's® ads only twice on average. Each creative was inserted in a user's Instagram feed only once.

“Not only were we able to reach a large audience with our ads on Instagram, but the metrics clearly show we engaged with them in a memorable and authentic way. We're pleased with these results.”

Julie Channing
Director of Digital
Levi's®