

Levi's "LIVE UNBUTTONED"- Europe



Agency/Client

Kommando

Brand

Levi's® 501® "LIVE UNBUTTONED"

Industry

Apparel : Jeans

Region(s)

11 countries in the European Union

OBJECTIVES

- The European marketing campaign to celebrate the iconic Levi's® 501® jean in 11 different cities: London, Madrid, Paris, Berlin, Milan, Stockholm, Antwerp, Athens, Istanbul, Warsaw and Moscow.
- The 'Live Unbuttoned' experiential activities on September 13th-14th were intended to create Brand awareness and drive traffic to the 501® website to view the premiere of the new ads to be launched September 15th.

SOLUTION

- The focus was to target main areas where the target audience (young, cool and urban demographic) congregates, such as trendy bars, clubs and restaurants.
- The promotional team was composed of one Pixman Brand Ambassador with a PixProjector displaying content inviting consumers to check the web launch as well as an opportunity to win a Levi's® 501® jean when logged in.
- Two additional brand ambassadors were distributing business-cards-style to drive people to the website.
- A Bluetooth unit completed the set-up (PixTagging); it was sending a reminder of the premiere and a viral video clip unto mobile devices.

RESULTS

- A tremendous 'Buzz' was generated; it engaged people on the streets and drove them to view the new Levi's® ads online.
- Spectacular projections on the streets wowed crowds and created goodwill towards Levi's®!
- The PixProjector increased Levi's® exposure and re-established the innovative image of the brand as well as its urban roots.
- Watch a video about the campaign: http://www.youtube.com/watch?v=tUm_lkO6T6Y