



## Success Story

### 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.

**7.4M**

people in the U.S. were reached

**24-pt**

lift in ad recall, an increase of nearly 3x over the control group

#### Their 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.

#### Their 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.

#### The 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®

