

CASE STUDY: LEVIS



Kommando is an innovative experiential marketing agency based in London and Glasgow. We have delivered campaigns for major brands such as Chanel, Nintendo, American Express and Disney.

This Case Study is about work we did last year for the world's most famous fashion brand, Levi's 501.

Through their PR agency, Levi's came to us with one of the most pressured briefs we've ever seen: to engage style-conscious 20-somethings across 11 European cities in just one weekend.

Our story takes innovative Nomadic media and Bluetooth technology onto the streets of Europe, with military precision. Over 10,000 people engaged with the campaign in the space of only two evenings.

With an overall mission to drive online viewing of a new set of iconic films from Levi's, alongside PR, the campaign generated over 43,000 visitors to the site.

For more information about what we can do for you, call Mark Evans on 00 44 845 050 2810 or email mark@kommando.co.uk

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BRIEF: Engage with style-conscious 20-somethings across 11 European cities in one weekend, driving online viewing of a new set of iconic films from Levis and encouraging viral chatter.

TARGET AUDIENCE(S): Urban, style-conscious 20-somethings.

SOLUTION: To reach urban, fashion-conscious 20-somethings with minimal wastage, we devised a weekend blitz of face-to-face activity, on the street, in style capitals around Europe. We took Kommando's innovative NomadiX Mobile Projectors as well as Bluetooth technology onto the streets of Europe with military precision.

NomadiX mobile projection technology was used to beam key messages onto targeted areas in each city, raising awareness and generating interest, ultimately driving online audiences for the film premieres. The projections were supported by a Bluetooth call to action by pushing web links for the iconic films to mobile handsets and Levis' street support teams.

RESULTS: Overcoming logistical and cultural issues in 11 different countries, as well as deploying the activity over one weekend in different time zones, was an achievement in itself. Kommando's planning and experience in the field was essential in navigating the complex customs procedures and tricky laws regarding advertising and promotional activity.

We made contact through Bluetooth with over 10,000 mobile handsets across the two day long campaign. On average, over 50% requested the downloadable link.

Over 43,000 people from the 11 countries targeted visited the premiere website.



"This amounts to two exciting firsts for the Levi's brand; our first global marketing campaign that was launched in Europe via our first ever online premiere.

We made some impactful big brand noise across Europe whilst giving consumers the opportunity to view our latest set of seminal films engaging a whole new generation of jean's wearers"

Mike Joubert, VP Marketing EMEA, Levi Strauss

