

New Levi's campaign inspired by consumers

Inspired by the millions of stories consumers tell about the things they do in their Levi's, the company has announced its new global brand campaign, 'Live in Levi's'. (video)



At the heart of the new campaign is the celebration of real-life moments - from first dates and first-borns to rodeos and road trips and everyday in between. This is the first work developed out of a unique, customised creative collaboration between FCB (Foote, Cone & Belding), The House Worldwide and the Levi's brand.

The TV and cinema spot is directed by Fredrik Bond and features a track by the raspy-voiced blues rock musician Jamie N. Commons. It features people, who wear their Levi's day in, day out, captured from the perspectives of New York, London, Paris, Tokyo and Shanghai. It began airing in late July on cinema screens worldwide.

The colourful print and outdoor campaign was shot by Jason Nocito and captures a sense of raw euphoria and unwavering confidence. Featured taglines such as 'For everybody who's not just anybody' and 'Look good on your way to what's next' are at the centre of the campaign.

In August, fashion, music, sports and culture print outlets will show the new Fall 2014 collection. In addition, outdoor creative will begin running in late July in key markets including New York, San Francisco, London, Paris, Berlin, Shanghai, Hong Kong, Mexico City, Mumbai and Tokyo along with other key cities globally.

"This is more than a campaign; it's an optimistic new direction that reinvigorates the brand's soul. The energy, storytelling and iconic jeanswear at the centre of the effort will reinforce what long time loyalists love about the brand and serve to attract new fans around the world. We are celebrating the eternally optimistic spirit and iconic product that make the brand great and forever relevant," said Jennifer Sey, chief marketing officer for the brand. "We are committed to celebrating authentic self-expression and category defining products that embody individualism and self-expression. 'Live in Levi's' asserts with confidence and pride that its clothes are for everybody who's not just anybody."

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