

## Levi's new spot available online in SA

The new Levi's *Live in Levi's* campaign spot, *Sea of Blue* is now available to watch online in South Africa. The campaign was launched in the USA during the 59th annual Grammy Awards, earlier this week.

The campaign spot was created in collaboration with FCB West and is the brand's fourth *Live in Levi's* spot. The campaign spans digital and social platforms, TV, cinema and print globally as it aims to deeply engage and activate consumers through real-life and virtual events, as well as mobile and in-store experiences. [Watch the \*Sea of Blue\* spot.](#)

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