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Contents

1.Introduction	3
1.1 Company History	3
2.Communication	4
2.1 Meaning.....	4
2.2 Shannon Model	4
2.3 Adv/Dis Shannon model	6
2.4 Integrated Market Communication.....	7
2.5 New Promotional strategy of co.	8
3.Branding.....	10
3.1 Brand Equity.....	10
3.2 Aakers Mode	11
3.3 Model framework with co.....	12
3.4 Adv/ Dis of model	13
4.Customer Journey & Stages	14
4.1 Customer Touch point	14
4.2 Customer Journey map	16
5 Total Engagement Model.....	16
5.1Total Eng. action	17
5.2Model with company.....	19
6 Conclusions	20
7. References.....	21



1. Introduction

The paper includes in-depth research on the Levi's firm, which explains communication using the Shannon and Weaver model and includes organizational agendas. Integrated communication is also explained in depth. Along with discussing firm promotional methods, it also covers the key areas of marketing strategies. The concepts of brand and brand equity are also covered, along with the appropriate models and theories. Last but not least, this document also includes a customer journey map and a description of the Total Engagement model theory.

1.1 About the company and its history

In 1853, a Bavarian immigrant named Levi Strauss opened a retailer of dry goods in San Francisco during the heyday of the California rush for gold. He witnessed while on the job that people who labour hard require garments that can endure everything. Owing to his partnership with designer Jacob Davis plus the introduction of copper rivet reinforcement, the inaugural waist a overall were created in 1873. These days, they are known as "blue jeans."." Levi's (2023)



LEVI STRAUSS & CO.

Levi Strauss & Co. has been in due to our more than 168-year history produce long-lasting goods and we proudly uphold the maxim of profitability through principles across all of our activities. Today, we are among the biggest garment firms in the world. Under the trademarks Levi's®, Dockers®, Signature by Levi Strauss & Co.TM, and Denizen®, we design and market jeans, casual wear, and related products for adults, adolescents, and children. Our products may be found in in excess of 110 nations across major retailers, department stores, online marketplaces, and a global network of around 3,100 shop-in-shop locations and sites dedicated to a single brand. Our 14,800 global workers work in the Americas, Europe, and Asia Pacific, and we retain headquarters offices in San Francisco, Brussels, and Singapore. Jeffrey Hogue (2020)

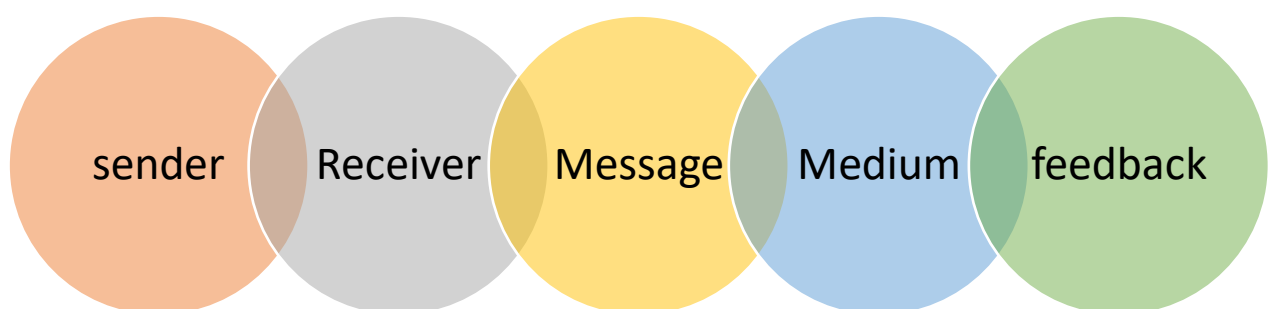
2. COMMUNICATION

The main driver of significant global changes has been communication phenomenon. The telegraph was hailed as a tool of the age of instantaneous international communication when it first emerged. Estabrooks, M, (1995)

2.1 Meaning

Sharing ideas, thoughts, sentiments, and emotions is referred to as communication, which is derived from the Latin term "Communis." It involves both parties. Nearly as long as man himself, communication science has existed. Understanding the components of communication is crucial.

The elements are:



2.2 Shannon and weaver communication model

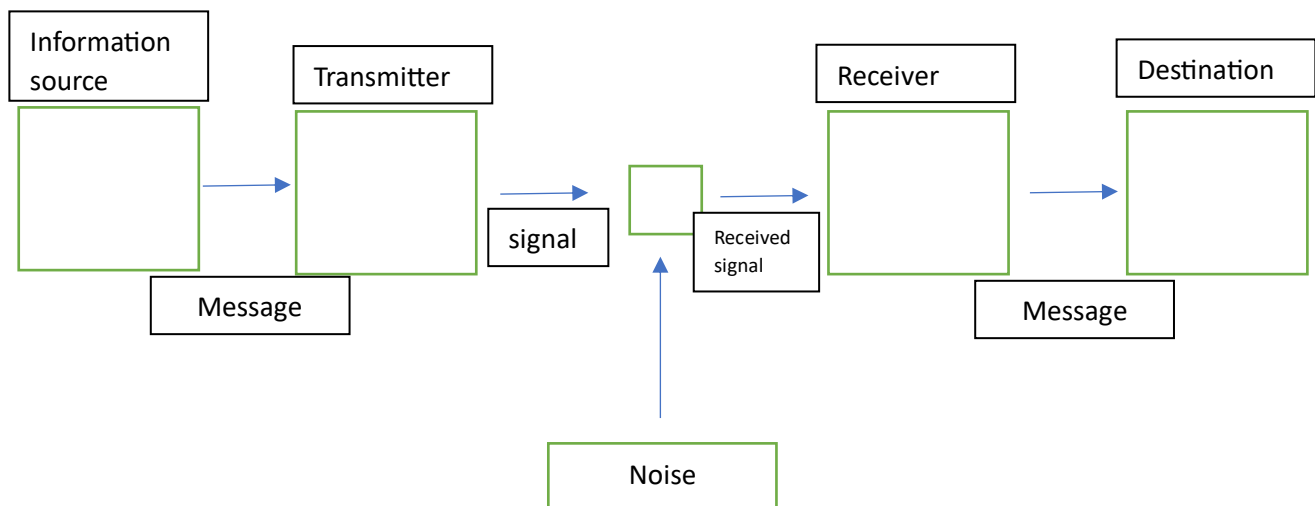
Claude Shannon and Warren Weaver initially suggested the Shannon Weaver model in their 1948 Bell System Technical Journal piece "A Mathematical Theory of Communication".

Six key elements, according to the Shannon and Weaver Model of Communicating, may be utilized to analyses individual communication: sender, encoder, channel, noise, decoder, and listener. In Norbert Weiner's theory, the concept of "feedback" about was later included, converting the linear model to a cyclical one. It is known as the "mother of all models" due to the extent of its popularity.

Since Claude Shannon had a major role in creating the theory, the concept is usually referred to as "information theory" or the "Shannon theory." The model's primary use is in understanding how conversational signals are distorted and lost.

"Reproducing a message sent from one point to another point, either perfectly or roughly, is the basic issue of communication." Shannon, C. (1948).

We shall refer to a communication system as one of the types shown conceptually. It primarily comprises of five sections.



- Information source

chooses a desired message from a list of potential messages (this is a very critical point that needs extensive discussion later). The chosen message may include spoken or written words, images, music, or other media. Shannon, (1963).

- Transmitter

works in some way on the message to generate a signal appropriate for channel broadcast. Simply converting sound pressure into a corresponding electrical current is all that is required to perform this function in telephony. To construct a message-corresponding sequence of dots, dashes, and space on the channel, telegraphers utilize encoding. The various voice functions of a multiplex PCM system must be sampled, compressed, quantized, and encoded before being appropriately interleaved to create the signal. Frequency modulation, television, and vocoder systems are a few more examples of sophisticated procedures used to the message to produce the signal.

- Channel

Basically, a transmission channel is a path that a signal travels through to go from transmitter to receiver. It could pertain to a pair of wires, a laser beam, a radio frequency band, a cable with a coaxial connector, etc.

- Receiver

It usually carries out the opposite procedure from what the transmitter did, recreating the message from the signal.

- Destination

The target of a communication is the individual (or object) for whom it is intended. Shannon, C. (1948).

- Noise

Noise interferes with the transmission of a message from the transmitter to the destination. The term alludes to the idea that "noise" could make it difficult for us to understand what it is saying. There are two types of noise: both internal and outside. Internal noise happens when a transmitter or receiver errs during encoding or decoding a message.

- Feedback

'Feedback' is the end stage of the Shannon Weaver model. The 'feedback' stage was not, in fact, the original idea of Shannon and Weaver in 1948. Norbert Weiner developed the feedback step in response to criticism of the approach's linearity. The messages are only ever sent linearly. Feedback occurs when the person who received of a message responds to the sender in order to close the communication loop. They might respond to the sender to let them know they've received the message or to show the person who sent it. Whether or not they could understand the information without sound How well the message has been absorbed. Shannon, (1963).

2.3 Advantages and Disadvantages of Shannon model

Advantages

- It does a great job of explaining the obstacles to good communication. Shannon, (1963).
- It divides communication into easily understood components
- Adaptable to various circumstances

Disadvantages

- It's a linear model, and feedback isn't given enough consideration. Shannon, C. (1948)

- Relationships of power are not considered.
- There is no mention of one-to-many communication.

2.4 Integrated Marketing communication

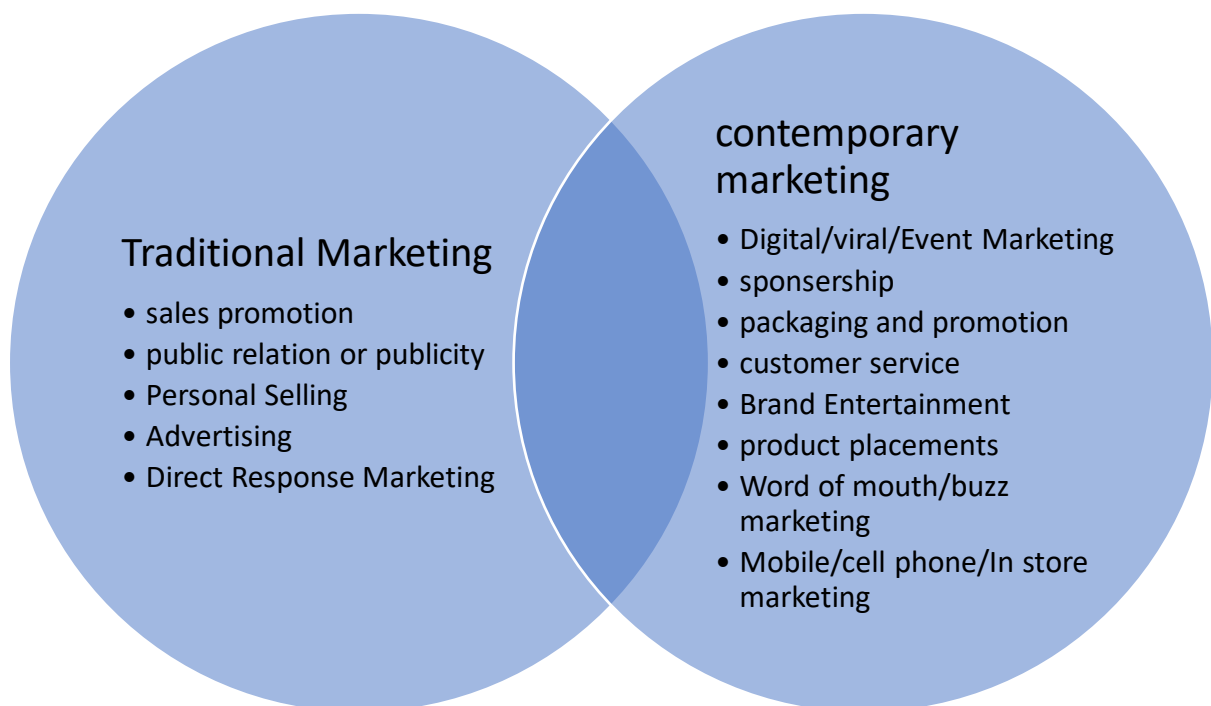
IMC is the concept and practice of proactively managing corporate communication initiatives throughout time that are both focused on outcomes, audience-focused, and channel-focused. IMC manages the entire brand communication programs, what is observable, and it does this with consumers, customers, and potential clients, in addition those inside and outside the organization. IMC doesn't only manage marketing communications to drive customers toward sales. Kliatchko, J., (2005)

The IMC process aims to identify pertinent market concerns that might have an impact on the whole IMC process. Considering the company's communication must complement the marketing plan, the marketing plan is the finest source of knowledge. Chron, 20179(1)

To particularly consider an IMC strategy, at least five questions must be addressed.

1. What is advertised? What is the product's idea, and which consumer demands does it meet?
2. What is known about the brand's or product's market?
3. What is known about the key rivalry?
4. In what way will earnings be generated?
5. How should marketing communications support marketing goals? Chron, 2017.(2)

Components of the Integrated Marketing Communication



- *Traditional Marketing*

Traditional marketing has been the standard strategy and one of the oldest types of advertising from the very start of the advertising and marketing industries. something aside from promoting a company's products through internet marketing. Traditional marketing also refers to the techniques clients use to find company business and start buying your products. Everyday activities, including reading the newspaper or noticing some outdoor advertising, include traditional marketing in some way. Advertising which touches consumers primarily offline means is all that is meant when we talk about traditional marketing.

- *Contemporary marketing*

Advertising is distributed through digital channels including search engines, websites, social media, emails, and mobile applications in modern marketing, a non-traditional kind of marketing. A two-way interaction between customers and businesses is facilitated by this marketing. of technological development and progress, customers are more aware of firms' products and businesses are better able to understand consumer behaviour. With the aid of online marketing, the pace of the purchase process has accelerated. Modern marketing helps businesses outpace their competitors. Therefore, modern marketing may be seen as a revolution in the marketing industry.

Pankaj, Akhilesh (2020)

2.5 New Promotional strategies Levi's company should adopt

- *Levi's market study*

According to the consumers their knowledge about the brand is current advertising campaigns and Deepika Padukone brand ties. Following details

- Understanding of Levi X Deepika Padukone: 46%
- 78% of people follow Levi's and its trends.
- 86% of people follow Deepika Padukone's trends. The new Levi's collection of jeans that Deepika Padukone helped to launch isn't doing well. Although they are not aware of the relationship, audiences are familiar with the brand and the personalities they enjoy.

Following this Information Online promotional strategies company can adopt

Online promotional strategies Levi's				
1.Google Display Ads	1.Metaverse Marketing	Influencer Marketing	1.Personalised Recommendations	1.Virtual showroom experience

1. Google Display Ads

Advertisements inviting users to make a purchase and purchase the most recent collection will be displayed to individuals that have browsed a section of Levi's social media pages or their website. The message that "Levi's has 20% off the Deepika Padukone collection" would be used to remarket to audiences through display advertising on websites.

2. Metaverse Marketing

Release of NFTs and participation in the metaverse have become the newest trends in the fashion business. In metaverse games like Fortnite, League of Legends, and Roblox, several innovative companies have introduced e-things and virtual articles of clothing, like Gucci, Louis Vuitton, and Prada. With virtual outfits in their preferred games, Levi's may capitalize on this trend and attract its millennial viewers.

3. Influencer Marketing

A extremely active user base of imitation-loving individuals their preferred persons online makes up an influencer's following. Using the new collaboration tool, Deepika Padukone's millions of followers may get access to Levi's natural social media realm and informed on all of her current offerings through her denim company. Millions of people follow Deepika Padukone. Aditya Shastri (2022)

4. Virtual showroom experience

Create a virtual showroom where buyers may peruse the most recent denim collections in a 3D setting on the website. This might mimic the shopping experience at a physical store and promote online browsing.

5. Personalised Recommendations

Utilize client information and browsing history to offer tailored product suggestions, improving the shopping experience and raising conversion rates.

Offline promotional strategies Levi's

1. Instore workshops	Fashion shows or runway events	1. Partnership with local brands	1. In-store Interactive display
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1. Instore workshops

Create DIY customizing events or denim care clinics in actual stores. Customers are not only engaged by this, but they are also given information on how to maintain and lengthen the life of their pants.

2. Fashion shows or Runways

Invite local journalists, fashion aficionados, and influencers to attend fashion shows showcasing the newest Levi's collections in order to dynamically display the brand's designs.

3. Partnership with local Artists

Create distinctive denim items that emphasize the fusion of fashion and art by working with local artists. Customers with an interest in fashion and the arts may be attracted by this.

4. In-store Interactive Display

Install interactive displays that feature movies about the history of the company, fashion advice, and product information. This improves consumer education and the in-store experience.

3. BRANDING

The continuous process regarding branding consists of the identification, development, and management of the accumulating assets and behaviors that affect stakeholders' views of a brand. RADU DANDU (2015)

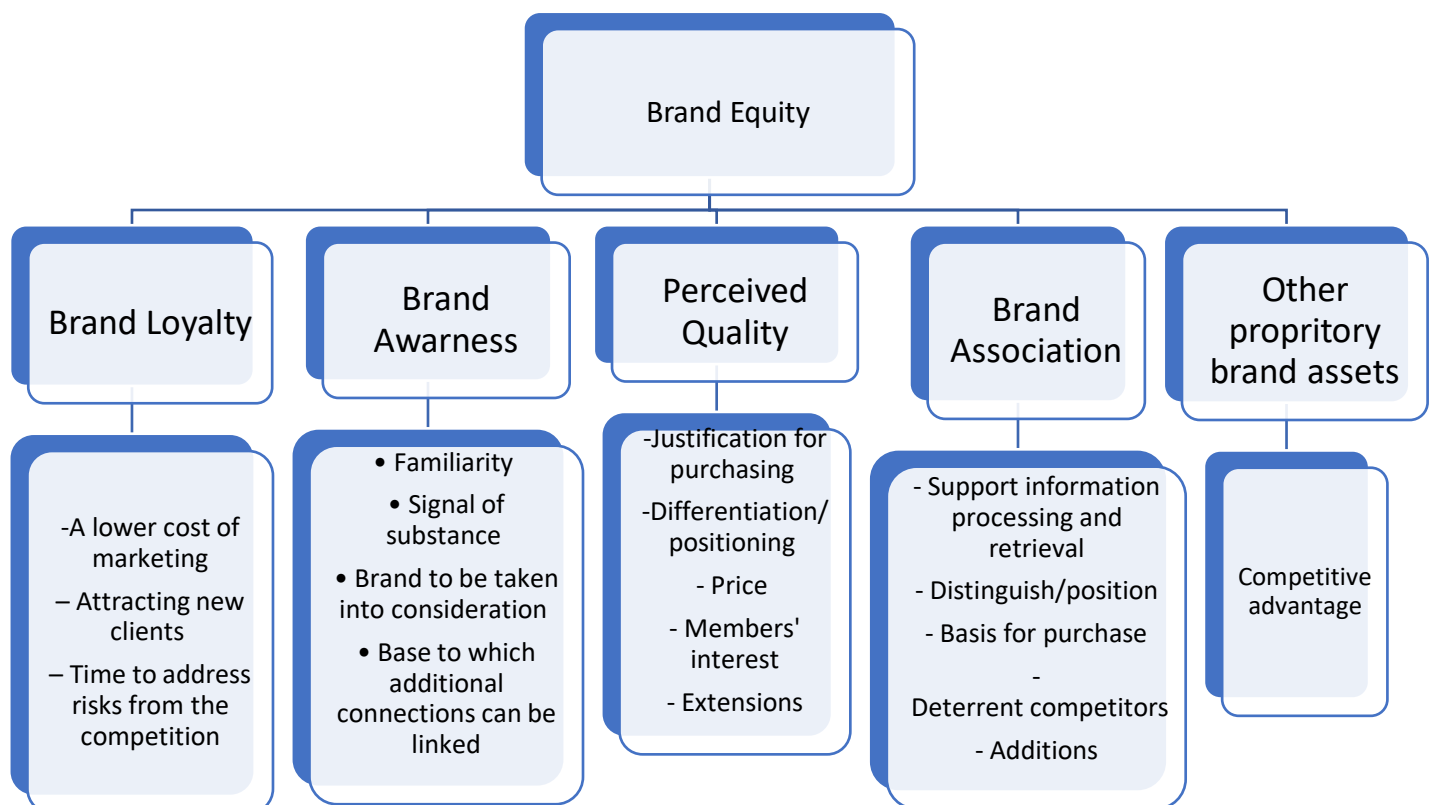
3.1 Brand Equity

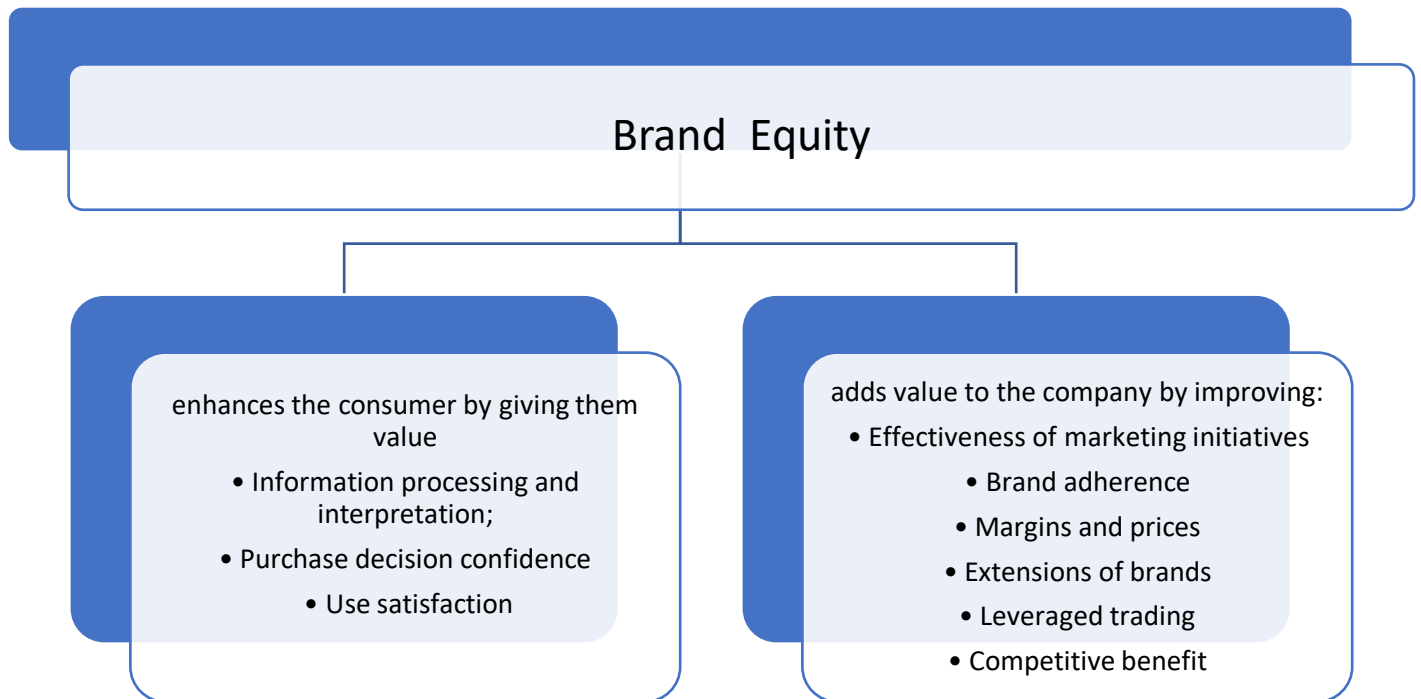
Brand equity is the added value that consumers place on items and services. Pricing, market share, and profitability are just a few factors that may be considered, in addition to how customers feel about and act in regard to the brand. Customer-based brand equity, then, refers to the distinctive

influence that brand knowledge has on how customers respond to a company's marketing. Brand equity is the value that a well-known brand name carries. Kotler, Keller. (2016). The worth of a product is the outcome of the consumer's perception of the brand's quality, the respect it commands in society, their trust and loyalty to the brand, among other things. Shiffman, Kanuk. (2010)

3.2 David Aaker's Brand Equity model

David A. In his definition of brand equity, Aaker specifies the following five elements: 1) Brand loyalty; 2) Brand recognition; 3) Perceived Quality; 4) Brand Associations; and 5) Other Proprietary Assets. According to Aaker, brand equity is a group of brand assets and liabilities associated with the brand—its name and symbols—that raise or lower the value of an item or service. Some of these characteristics include relationships, perceived quality, brand loyalty, and recognition of the name. This idea stresses "brand-added value," although his method muddles the distinction amongst improved value for the brand owner or business and extra worth for a client or customer. His method may be used to comprehend a brand's equity and show how different shareholder value factors relate to the brand's (future)performance. Aaker, D.A. (1991),





Aaker, David A. (1992)

3.3 Let's utilize this framework for Levi's:

The reason why Levi's is still a strong and recognizable brand in the denim sector is explained by Aaker's Brand Value Model. Levi's has been able to establish a solid brand reputation that appeals both current devoted customers and younger generations of consumers thanks to its emphasis on loyalty, awareness, quality, associations, and distinctiveness.

1. Brand Loyalty

Customers have consistently remained loyal to Levi's. Many customers have significant emotional connections to the brand, sometimes as a result of individual or cultural connotations. By continually providing customers with high-quality denim goods that match up to their expectations, Levi's has been effective in cultivating a sense of loyalty.

2. Brand Awareness

The brand Levi's is well known and has a strong degree of brand recognition. Its enduring position in the market is a result of factors including its recognizable logo, unique back-pocket stitching, and connection to denim culture.

3. Perceived Quality

Levi's is renowned for creating high-quality, long-lasting denim items. The company has a long history of reliable merchandise performance and customer satisfaction, which has

helped to establish its reputation for excellence. Consumer confidence and inclination to pick Levi's over other denim brands are influenced by this sense of quality.

4. Brand Associations

Several admirable qualities and characteristics are connected to Levi's. It frequently has associations with sincerity, timelessness, and cultural significance. Due to the company's historical significance, as well as its influence on modern fashion and cultural trends, customers have a positive perception of the brand.

3.4 Advantages and Disadvantage of Aaker model

Advantages

- i. The approach may assist customers in learning in-depth knowledge about a brand since they are given thorough information about the brand.
- ii. Due to their degree of recognition of your company, as seen in the Aaker brand awareness section, it may also assist compel buyers to use your brand.
- iii. As a brand, the perceived quality of your products may have a beneficial effect on client happiness. Since your clients consider your items to be the best value for their money.
- iv. The Aaker model offers a thorough framework for comprehending and efficiently utilizing brand equity since it considers all of the crucial aspects of brand equity and offers a thorough method for evaluating and enhancing brand performance.

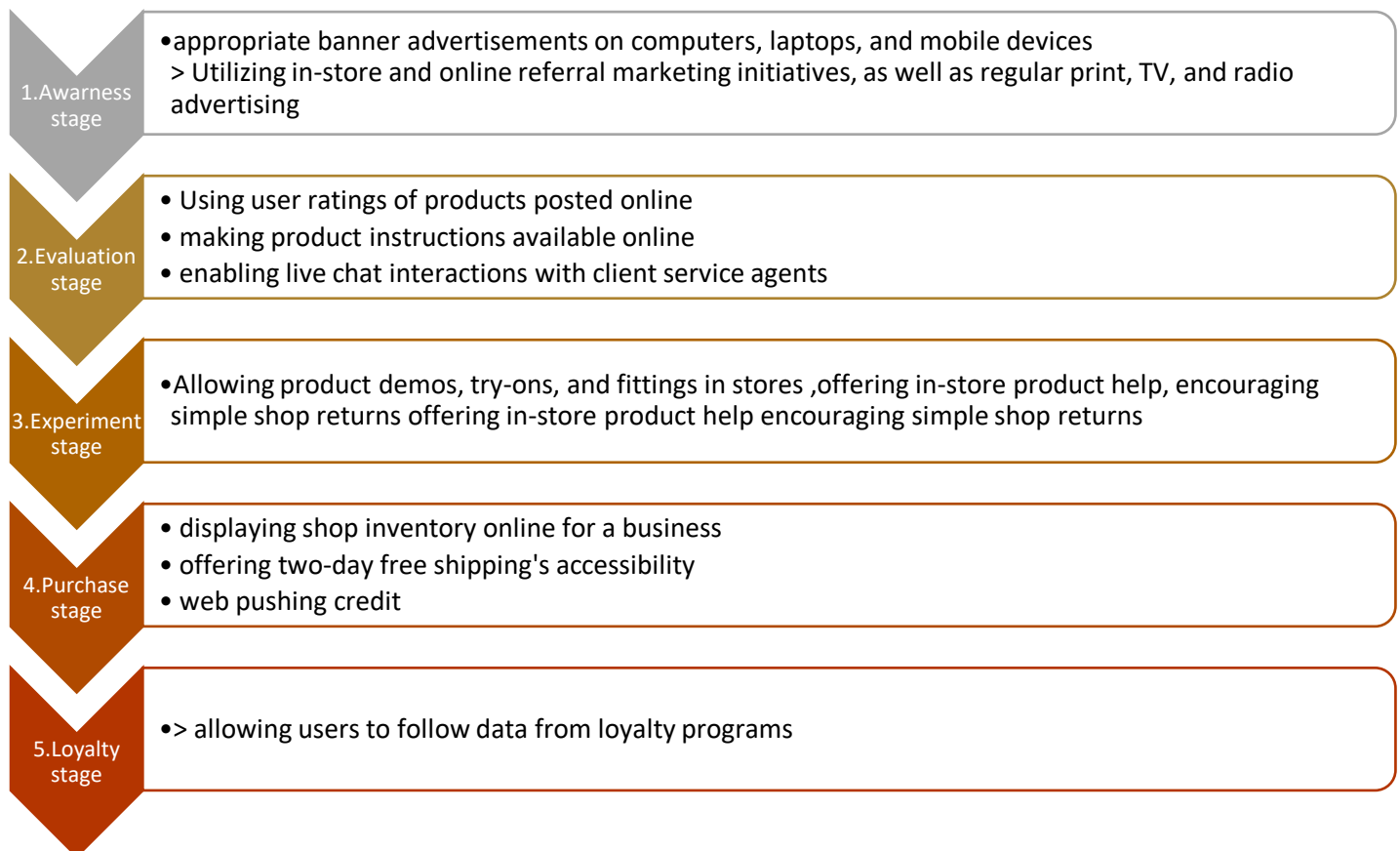
Disadvantages

- i. In order to use the Aaker Brand Equity Model successfully, one must possess a particular degree of knowledge of marketing and branding ideas. As a result, it could be challenging for newcomers to the industry to comprehend and use.
- ii. Client thoughts, which may be challenging to gauge and quantify, are the concept's main source of uncertainty. Individual bias and beliefs might also affect it..
- iii. the substantial financial expense involved in creating this concept. This is true since Advertising is an expensive endeavor that needs a significant amount of ongoing publicity through the media. Angela Kayode-Sanni (2023)

4. Customer journey and Stages of customer journey

A typical from start to finish customer journey encompasses all of the conversations a customer has with a company from the time they are absolutely ignorant of it until they become aware of it, research it, buy it, use it, and integrate it before becoming a promoter and recommending this product to others. [Class lecture \(2023\)](#)

Stages Includes

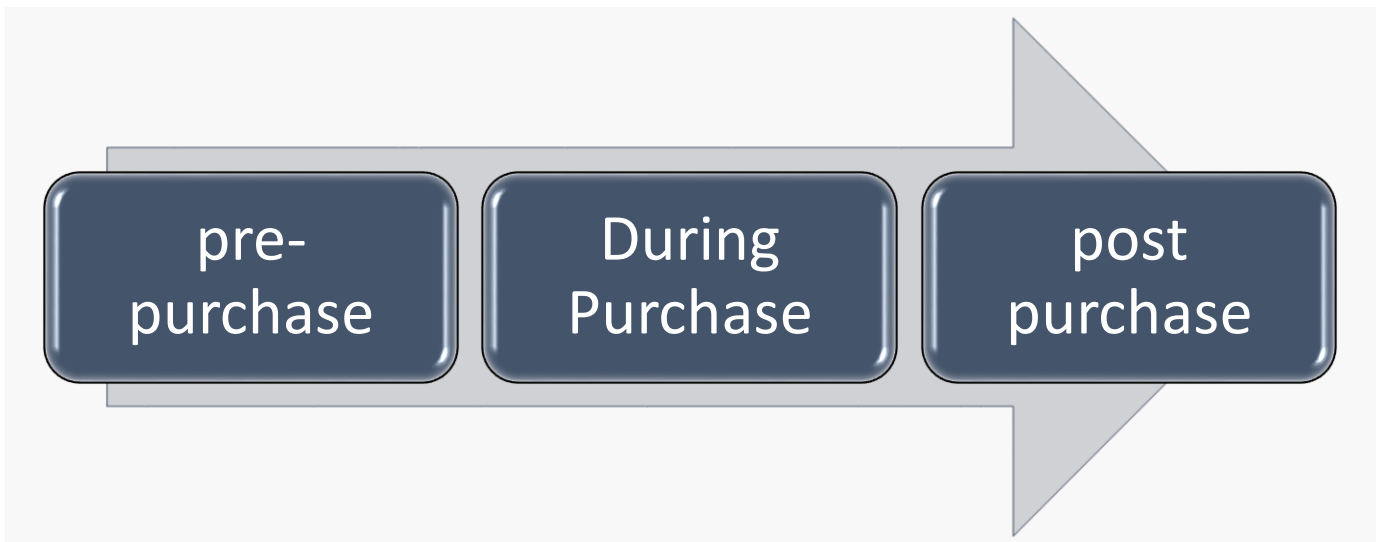


[Barry Berman \(2020\)](#)

The following categories can also be used to organize these stages: necessity, research, choice, being adopted, utilization, and suggestion. [Sweetwood, A.K. \(2016\)](#). The more phases a corporation decides to study, the more complicated the map becomes. One research indicated that managers should focus on specific times in the process of deciding rather than focusing on how much money is spent on various channels, such as radio, television, and the internet. [Edelman, D.C. \(2010\)](#).

4.1 Customer Touch points

Customer touchpoints are the points where a brand and a customer engage. These contacts occur at various times and locations (both online and offline). [Class lecture \(2023\)](#)



Customer Touchpoints for the Levis Brand

➤ Pre- Purchase Touch points

- a) Advertising – Various mediums social media platforms, digital ads to reveal upcoming collection
- b) Website – Main Touchpoint to review overall range of brand with detail information and source
- c) Physical stores - Physical merchandising, in-person signage, and exhibitions in windows
- d) Online Retailers – E-commerce platforms like Amazon, Myntra etc.

➤ During the purchase Touch points

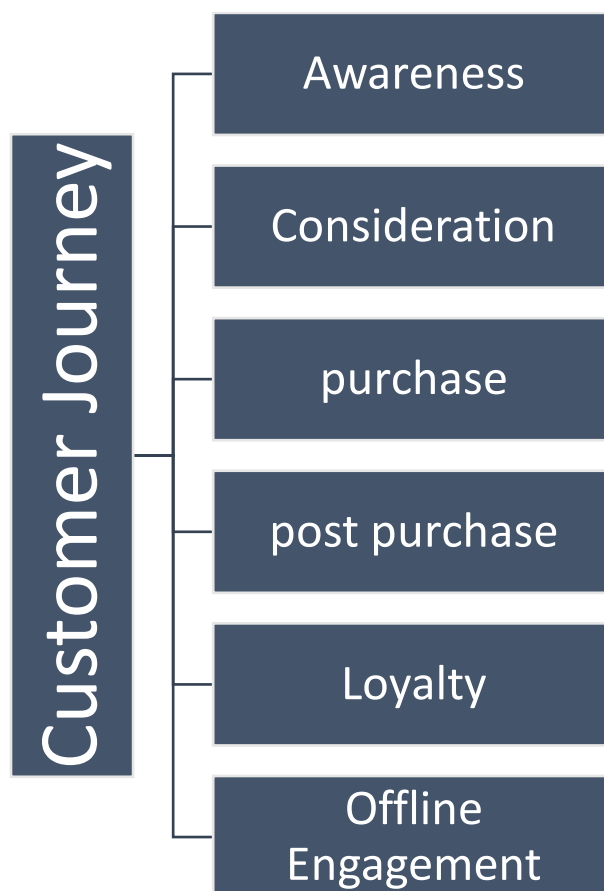
- a) Physical store - exchanges with sales representatives, style trials, and aid with the decision-making
- b) E-commerce Site - Using a website entails choosing products, putting them to a shopping cart, and finishing the checkout procedure.
- c) Mobile apps - a different way for customers to learn about things, get tailored suggestions, and make purchases.

➤ Post purchase Touchpoints

- a) Customer Support - Customers may contact Levi's customer service by phone, email, or live chat for assistance if they have problems with their order.

- b) Order Tracking - Customers may track their orders online after placing a purchase to keep track of the delivery progress and the anticipated arrival time.
- c) Email Communication - put an end to emails sent after a transaction, such as order confirmations, shipment updates, and pleas for comments or reviews.
- d) Customer Reviews & Feedback - Developing a nice post-purchase touchpoint for prospective consumers can help with the promotion of consumer feedback and thoughts on the site or on other platforms.
- e) Loyalty Programmes – Receive rewards, Discount coupons, amazing offers as post purchase experience

4.2 Customer Journey map of Levi's



Customer journey map	Touch points	User Action	Company initiatives
Awareness	advertisements on TV, social media, and luxury magazines	Consumer views a Levi's commercial on television and then discovers a sponsored Instagram post displaying fresh denim looks.	Social media involvement, Influencer partnership, Content marketing

Consideration	Websites, apps, and social media profiles for Levi's	Customer visits Levi's website to investigate various denim sizes and washes and engages with Instagram posts for fashion ideas.	Virtual try on tech, product videos , online reviews
purchase	E-commerce Websites and physical stores	chooses their desired denim style and size online, visits a real store to try on jeans, and then buys them.	product customization, size guides and Secure checkout
post purchase	Customer service, shipment of the goods, and email order confirmation.	receives an email confirming the purchase, follows the transaction online, collects the item, and opens the box containing the jeans.	return, exchange and reorder services, product care info.
loyalty	Social media interactions and exchanges with loyalty programs.	Exclusive deals are sent to the consumer through email.	Rewards and benefits
offline engagement	Pop-up stores and in-store activities.	Customers visit a Levi's pop-up store in their city, speak with brand ambassadors, and try on several denim designs.	Store events, workshops and ambiance

5. Total Engagement Model

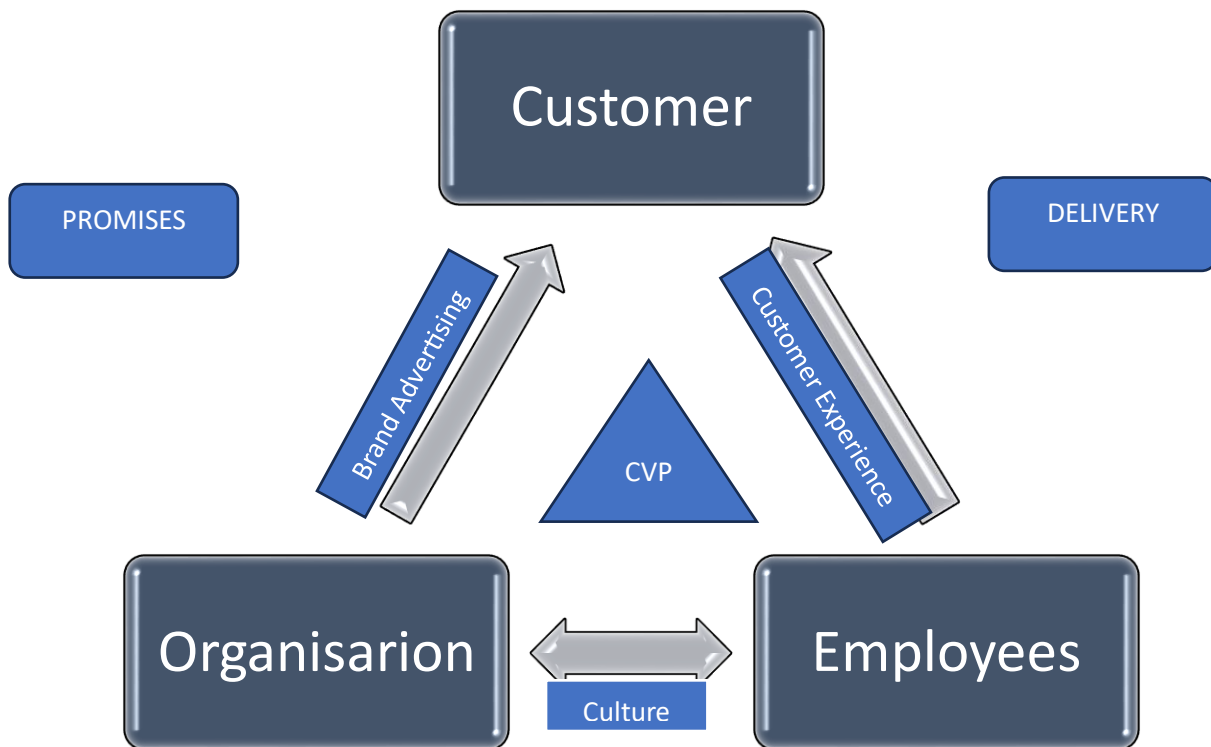
The prosperity of a business is mostly dependent on whether or not customers decide to purchase its goods. It is widely accepted that a business may considerably increase its performance, including sales and growth, if it strives to develop engaged consumers rather than only encourage clients to commit to singular purchases. [Class lecture \(2023\)](#)

The company ought to conduct the following activities to foster engagement customers:

- 1 On the basis of extensive customer understanding, develop a unique value offer.
- 2 The organisation should then continuously promote by brand marketing, this value offer to customers.
- 3 This assurance is thus best fulfilled by employees who promote and comprehend the strategy and, more crucially, who are aware of their own contributions to its success.

4 Due to this cultural base, a planned client experience is delivered that significantly upholds the promise expressed in your advertising.

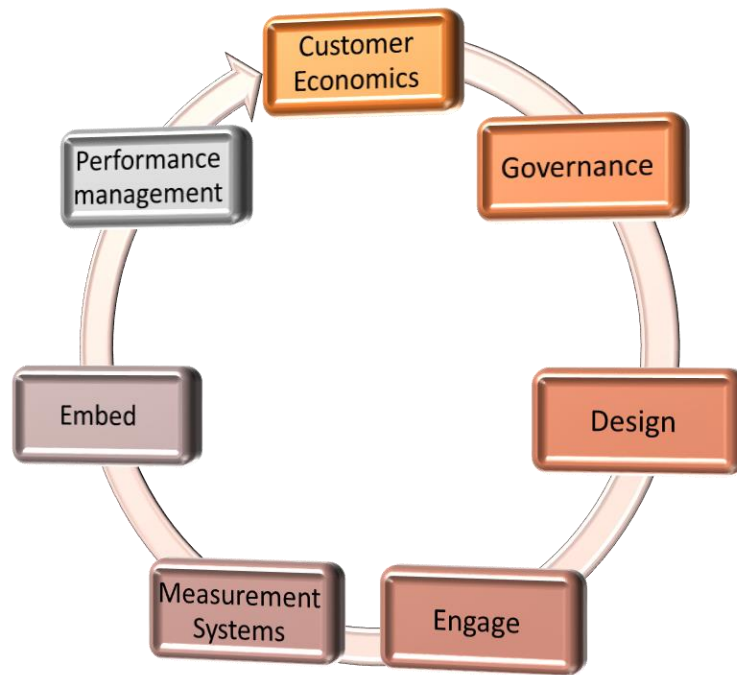
Total Engagement Model



5.1 Total Engagement model Action

Organizations with unified customer value propositions, brands, cultures, and customer experiences frequently have customer-focused and prescriptive leadership styles. They establish the organization's operational structure, the value it offers, and the means by which it does so.

The Steps firm needs to follow



Frank Alpert (2010)

5.2 Total Engagement model of the Levi's

1. Awareness Stage

- Advertising Campaigns: To pique customer interest and spread brand recognition, Levi's undertakes a variety of advertising campaigns using platforms like TV, print, digital media, and social media.

○

2. Consideration stage

- Digital Presence: Customers may explore Levi's product line, styles, fits, and personalization choices on the company's comprehensive and user-friendly website and mobile app.
- Social media engagement: Regular updates, stories, and interactive material on websites like Facebook, Instagram users interested in the newest products from Levi's.

3. Purchase stage

- E-commerce Experience: Through its website or app, Levi's offers a flawless online buying experience with user-friendly navigation, product information, and secure payment choices.
- Physical Stores: Levi's retail establishments provide tailored help, fitting services, and an opportunity for customers to handle the goods firsthand.

4. Post purchase stage

- Customer service: Quick and friendly customer support is provided through a variety of channels, including chat, email, and phone, to guarantee that any problems or difficulties are resolved.
- Follow-Up Emails: After a consumer makes a purchase, Levi's may send them a follow-up email to solicit comments, solicit reviews, or let them know about impending sales.

5. Loyalty and advocacy stage

- Levi's offers a loyalty program that rewards recurring consumers with exclusive discounts, early access to specials, and invitations to unique events.
- User-Generated Content: To foster a feeling of community and advocacy, Levi's invites customers to post pictures of their well-dressed looks on social media using branded hashtags.

6. Offline Engagement

- Events & Pop-Ups: In order to interact directly with customers and fully immerse them in the brand, Levi's conducts events, pop-up stores, and partnerships.

7. Sustainability Engagement

- Initiatives relating to sustainability: If appropriate, Levi's may include customers in programs focusing on recycling, eco-friendly production, and other issues.

6. Conclusion

The paper includes extensive research on the Levi's firm, including information on the company's history as well as its present and future communication strategies and the relevant supporting models. The study includes a discussion on firm branding with brand equity and references to its model, as well as the primary marketing strategy sectors where various promotional techniques should be used. The foundational information of the client journey for the organization is furthered by the Total Engagement concept of models.

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