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UNIVERSITY OF WALES TRINITY SAINT DAVID

Module: Marketing Fundamentals

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Logo



Background

1829 - The Birth of Levi Strauss

1853 - Levi Strauss & Co. Is Founded in San Francisco, CA (Levi Strauss & Co, 2021)

The company has its origins in Levi Strauss (1829–1902). In 1853, the California gold rush was in full swing, and everyday things were not enough. Levi Strauss, a 24-year-old German immigrant, left New York for San Francisco.

Because he had previously worked in clothing and haberdashery, Levi took with him a variety of fabrics such as tarpaulins. He soon discovered that prospectors needed durable pants for their hard work. He ordered his tailor's first trousers to be made of tarpaulin. The first customer to buy the pants was so excited about the purchase that he wandered around town all night telling everyone.

The first pants were still brown, made of hemp fibers and held in place by suspenders. Soon Strauss began using denim, a cotton fabric that dyed blue with indigo. However, the edges of the pockets are still not rough enough for gold diggers, who put in them all kinds of materials from the mines.

That's how Levi's 'brand was born.

The creator Levi Strauss is considered the father of jeans. The developer's products use only the highest quality and durable denim fabrics that are resistant to bleaching, stretching and deformation. The fabric is made of extremely thick and massive threads, but at the same time it looks fine and elegant.

The eyelets used in Levi's new jeans have the eponymous inscription on them, which must be embossed, and here is also written the model number to match the one on the box. Separately, the color of the rivets on the pockets can only be yellow-red (copper), without silver or steel. These are the obvious marks of the original and quality new or second-hand clothes of the company.

By the end of 1873 , 70,500 pieces of trousers and coats made of denim material were sold. 2 factories produce jeans. 10 years later, more than 535 companies are already operating.

After 1918, the company was taken over by the parents, the Haas family.

One of the great successes of the company came after 1946, when they started producing clothes under their own label.

By the 1960s, the popularity of jeans, jackets and other Levi's products lead the company to set up offices and factories throughout Europe and Asia.

In the 1960s, jeans became famous all over the world, thanks to American cowboys, who preferred Levi's clothes.

Employee donations at the Kaposi Sarcoma clinic at San Francisco General Hospital are matched by the Levi Strauss Foundation. The following year, support groups for HIV+ employees are formed at our headquarters.

In 1985, the Haas family, along with other descendants of Levi Strauss, organized a leverage buyout that returned the company to private ownership. In 1986, Levi Strauss & Co. created in the United States a new collection of casual pants called Dockers, later the same line was launched on the European market (Britannica, 2019).

Marketing mix strategy

Levi's analysis of the marketing strategy from the framework of the marketing mix covers the four indicators (50 Minutes, 2015): product, price, place, promotion. Product innovation, pricing approach, promotion planning, etc., are business marketing strategies based on the marketing mix that help the brand succeed. By positioning itself competitively in the market, Levi's manages to achieve its goals.

Products strategy

With his 167-year history, experience and survival of the Civil War, two world wars, the Great Depression and the Great Recession, Levi's has enjoyed immense popularity, trust and devotion from its clients (Gapper, 2019). Once he felt the comfort and elegance of their clothes, the client remained loyal to the company. The denim-making company, with its innovative designs: multiple pockets, double stitching and high-quality fabric, is bound to attract more and more customers (Gary Armstrong, 2020).

To date, the company offers a wide range of jeans, blouses, hoodies, sweaters, jackets, pants, dresses, shoes, underwear and all kinds of accessories. They offer various cuts and models for men, women and children, as well as have an asexual section, as well as over 10 types of collections such as: Levi's Made & Crafted, Levi's X Atelier Reserve, Levis Vintage Clothing, Levi's RED, Levi's Red Tab Sweats and many more. Attractive with memorable jeans, especially current 501, both in 1980 and 1990, and today.

Pricing strategy

Their executive leadership team determines the overall direction of the company and monitors all major strategic, financial and operational decisions.

The price of a pair of Levis jeans is influenced by a number of factors. In summary, we can refer to the price depends on: product value, customer availability, search for a comfortable, quality and modern product, etc. The average price of a pair of jeans is around 100 pounds, with a discount of up to 50%, but there are also collections where the customer has to pay over 500 pounds for a pair of jeans.

Distribution strategy

Levi's Strauss and Company has three main divisions: Levis Strauss Americas (LSA), Levis Strauss Europe and Levis Strauss Asia Pacific.

The Asia-Pacific Division also handles operations for countries in the Middle East. It is a division of Levis Strauss Asia Pacific.

The company is headquartered in San Francisco.

Lewis has a well-developed distribution channel as well as a special franchise model. To date, Levi's has over 15,000 franchises worldwide.

The promotional and advertising strategy

The young generation is the inspiration, which with its specificity, uniqueness and individuality underlies the company's advertising campaigns. Here are some of the famous and quite successful and original campaigns (You tube, 2021):

Buy Better. Wear Longer Levi's®

Be yourself

The original button fly Seen in all the wrong places

Times have changed

It's a man's word

Beautiful Morning

Levi's 'Ballet commercial

Levi's 1990 Great Deal Steve Miller band The Joker

Brat Pitt Levi's Commercial

Levi's 1987 Parting Percy Sledge- When a man loves a woman

Perfume meets Levi's RED meets Tom & Jerry

Original Route 66 - Vintage Levi's Commercial (1976)

LEVI'S 501

Levi jeans western

Levi's 1991 Pool Hall Clash (Should I stay or should I go)

Levi's commercial - Biker - The Joker

Levi's engineered jeans -The twisted original

The campaigns are very popular both in the United States and in Europe, with exhibitions being organized for the European market that trace the company's long history.

In the early 2000s, Levis produced a collection for its customers who shop at Walmar's stores.

In 2019, Lewis and Google created a new product called a smart jacket that takes selfies and answers calls. A label that is actually activated Bluetooth fastens to the cuff of the jacket. With a few gestures such as swiping up and down, double-tapping and covering, you can set which applications to work with (Bell, 2019).

Products

FOR: Men, women, children, genderless, no boundaries of origin, and affiliation and age. Lewis clothes are comfortable and high quality, not subject to time and fashion.

LEVI'S LEGENDARY JEANS

Levi's jeans are world famous and always fashionable. The iconic men's Levi's 501 jeans are familiar to all fans of the brand. Make sure you have at least one pair of Levi's timeless classic jeans for flawless style at all times. You can pick up traditional navy blue, light blue, or even classic black jeans. Quality denim will transform your look, no matter what color you choose!



LEVI'S T-SHIRTS

Sporty and elegant, made of selected materials and in a great style. Levi's t-shirts are always the number one trend! The most popular is, of course, the iconic white T-shirt with a red logo, but you can choose from many other options! Also, consider whether you want a T-shirt with short or long sleeves. With a big logo or rather minimalist and slightly hinted? In our catalog you will find a wide variety of Levi's T-shirts - new and reduced models

The Levi's brand is the epitome of classic and casual American style. Offers of jeans and accessories allow people around the world to express their own style. Levi's brand, synonymous with jeans with a long history in the fashion market enjoys the interest and loyalty of people around the world.



A wide range of accessories - from sunglasses, hats, and scarves to socks, belts, backpacks and more.



Prices

The prices of Levis vary according to the goods offered - blouses, pants, jeans, jackets and more. They range from 85 to over 500 pounds.



Genderless

501® Levi's® Original Jeans

£85.00



Levi's® Vintage Clothing presents Cult Classics

Levi's® Vintage Clothing Type II Long Trucker Jacket

£270.00



Teenager Batwing Crewneck

£35.00



LEVI'S® VINTAGE CLOTHING

Levi's® Vintage Clothing 1955 Japan 501® Jeans

Warehouse Sale Price is £381.00 Price range was £436.00 £545.00

-30% + 10% Extra for Levi's® Members

Where can you find Levi's products

There are several geographical branches of Levi-Strauss America, Levi-Strauss Africa, the Middle East and Europe, Levi-Strauss Asia-Pacific (Wells, 2019). The goal is for the products to have easy access to different parts of the world through a systematized distribution channel. After setting up a factory for the production of goods, they are sent to the company's suppliers, wholesalers and retailers. The last stage is sending to the market, directly available to consumers. Due to their great popularity around the world, their marketing strategy is exclusive distribution.

They have a huge chain of franchise model around the world, due to interest from many parts of the world. They also have many rented warehouses for storing the available products.

There are warehouses in every country with retail outlets to sell products easily and quickly. Due to the high competition, all the company's sales channels have been renewed and expanded to outperform their competitors.

Of course, the company also has an official website, where every customer can easily and conveniently make their purchase without wasting time. There is also a delivery option that buyers can take advantage of (Lvis Strauss &Co, 2021).



STORE DETAILS

Levi's® Oxford

Open Today Until 20:00

Call Store

Get Directions

Address

Queen Street, 250 The
Westgate, Unit 34
Oxford, OX1 1TR

Phone Number

+44 1865 790403

Store Hours

Mon-Fri 10:00 - 20:00

Sat 10:00 - 19:00

Sun 11:00 - 17:00

Departments

Women

Men



Promotion

Levi's conducts modern and active advertising. They create original and artistic advertisements, which are broadcast and shown on various media such as televisions, radio stations, newspapers and magazines, billboards, social networks and more. By often producing various advertisements, they manage to maintain constant interest from their customers.

Levi's also attracts celebrities for his commercials such as Brother Pitt, Priyanka Chopra, Deepika Padukone and Akshay Kumar, Maxine Magolona, Laulen Young, Shamsi Sups and Venus Raj. Levi's uses the method of competitive advertising to promote its products (Watson, 2020).

Social networks and the Internet have become an excellent advertising platform for their products, as everyone can easily find and access various available portals.



Akshay Kumar

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