

Student Activity Choices

Levi's Brand Awareness

Charles "Chip" Bergh talks about the Levi's brand, then and now, throughout the seven video clips on the *Brand Identity: Inside the Iconic Levi's Brand* mini-site. He mentions returning to the aspects of the brand that really worked once upon a time and restoring the brand image to that cultural relevance and vibrancy. Now it's your turn. **How would YOU revitalize the Levi's brand?** How would YOU make the Levi's brand culturally relevant? Take into consideration some of the strengths of the brand identity that are discussed in the videos and create your own **2-minute video** advertisement for Levi Strauss & Co. How will you create brand awareness and inspire brand loyalty in your Levi's customers? Can you capture some of the history, while still staying current and cool? Have fun with it! Present your Levi's brand video to your class.

Shareholder Value

Levi Strauss & Co. is a public company, which means that it sells its stock to the public and trades on the New York Stock Exchange under the stock symbol LEVI. **You are a Levi Strauss & Co. shareholder and are planning to attend the company's annual shareholder meeting**, where the CEO presents financial and other company information and takes questions from people like you. Guided by the information you learned in the video segments, draft a **list of 10 thoughtful questions about the direction of the Levi's brand and its place in the retail industry**. What corporate decisions might impact your financial stake in the business? Your questions should be well-thought-out and expressed in more than one sentence. Present to the class – and if you're brave, post a few on Levi's social media!

Levi's in the Wild

Even if you're not a Denim Head, you now know you can find the Levi's brand in lots of retail spots, including Levi's stores, department stores like Sears and Macy's and thrift stores. **The iconic brand has been around for decades and is distributed through many channels.** Take your shopping offline for this assignment. You are a secret shopper hired by Levi Strauss & Co. to locate Levi's distribution sites and evaluate how the brand is being displayed and promoted to the public. Visit at least three different distributors of Levi's products and make note of your observations. Are the shelves messy? Do they have a special display? Do you see anyone buying Levi's products? Is there some kind of unique store experience? **Prepare a 400-word report about your Levi's retail findings.**

Getting Purposeful

Brand purpose is fundamental to many corporate marketing strategies these days. For instance, we learn that Levi's aligns with stopping gun violence. To better understand brand purpose, read [THIS](#) Wharton Global Youth article and then **research a new brand that is driven by purpose. Some suggestions include Patagonia, Chipotle, Apple, Starbucks, Dove, or a brand of your choice. Create 5 slides** to present to your class, detailing what you learned about the company's brand purpose during your research. One slide should reflect on your own connection to the brand and its purpose. Would you be more inclined to buy that company's products?

Creative Brand-building

Choose at least **15 words** from the vocabulary provided on the PDF worksheets with each Inside Levi's video segment to **create a poem, chant, rap, short story, video, or digital or visual artwork**. What message do you want to convey about building and revitalizing a global brand or the changing retail industry? Choose one theme or many. Be creative! Perform (or present) your final creation for the class.

Levi's Legend

The *Inside Levi's* Explore Business mini-site introduces you to a true "brand guy" and master storyteller, Charles "Chip" Bergh. If you had a few minutes with Mr. Bergh, what would you like to know? **Create a 2-minute video** introducing yourself, explaining why you are interested in his insights and his career, and then **ask 6 relevant questions on topics you would like to better understand. At least two of your questions should relate to branding, marketing and/or the retail business.** Possibly you have some career-specific questions, too? Be detailed and honest in your inquiry. Also, share with him your own brand identity. What defines your personal brand and how might he help you develop it? Share your video with the class and with Wharton Global Youth at globalyouth@wharton.upenn.edu.