

**EXPLORE BUSINESS**

**Brand Identity: Inside the Iconic Levi's Brand**

# Teacher Guide



**Wharton**  
UNIVERSITY of PENNSYLVANIA

**GLOBAL YOUTH PROGRAM**

## Explore Business with Wharton

The Wharton Global Youth Program's *Explore Business* mini-sites are gateways to conversations, readings, and activities that help high school students think about trends transforming the world of business. The *Explore Business* content, meant to engage students whenever and wherever they are prepared to learn, is drawn directly from the Wharton School of the University of Pennsylvania, a world leader in business education.

### KEEPING EDUCATORS AND STUDENTS ON THE CUTTING EDGE OF BUSINESS INSIGHT.

Wharton Global Youth launched its first series of three mini-sites with the topic *The Business of Race* and then published six more around *Environmental*, *Social & Governance* factors and *Analytics*. All of these are deep dives into conversations with Wharton School faculty and business professionals talking about critical issues facing the business world. Students can observe segments of these conversations and then answer guided-questions to think and reflect on what they are learning.

### OUR LATEST MINI-SITE IS ON BRANDING AND MARKETING

Wharton Global Youth's latest Explore Business mini-site -- *Brand Identity: Inside the Iconic Levi's Brand* -- is a case study in turnaround leadership, marketing, brand management and retailing. Whether they are "denim heads" or have never worn Levi's jeans, high school students will strengthen their business knowledge through the lens of this fascinating brand story.

Wharton marketing professors Barbara E. Kahn and Americus Reed interview brand legend Charles "Chip" Bergh, former CEO of Levi Strauss & Co. When Bergh joined the iconic brand as CEO in 2011, the company was carrying \$2 billion in debt while earning just \$300 million a year in before-tax profits. Bergh went back to marketing basics, trying to figure out what worked before the brand's fall from fashion grace. This discussion delivers details on everything from brand management to the future of retail, while a master storyteller shares colorful experiences and insights from his years in brand leadership.

### Who We Are

The [Wharton Global Youth Program](#) mobilizes the extensive opportunities of the Wharton academic community to educate, inform and inspire pre-college students to *Explore Business* practices, analyze the world's complex challenges, and take the needed steps to become leaders who will transform the global economy.

### EXPLORE BUSINESS WITH US!

We have created 9 other mini-sites with classroom resources for high school teachers and students. The first is on the [Business of Race](#), the second on [ESG](#) and the third on [Analytics](#). Dig in today!

## HOW STUDENTS CAN EXPLORE INSIDE THE ICONIC LEVI'S BRAND

The activities on this mini-site all connect to the *Inside the Iconic Levi's Brand* discussion and let high school students *Explore Business* in different ways. They include:

- The complete **hour-long *Marketing Matters* podcast video conversation** involving Wharton's Barbara Kahn and Americus Reed and Levi's Charles Chip Bergh.
- A link to a **published written summary** of this discussion.
- The main video discussion divided into **seven themed video segments**, with accompanying worksheets.
- **Guided questions** for each video segment in PDF format.
- **Links** to Wharton Global Youth Video Glossary terms and online business journal articles related to each video segment, as well as additional **defined vocab**, included in guided-question PDFs.
- A PDF **Choice Board** that allows students to choose different projects to further explore concepts introduced in the *Brand Identity: Inside the Iconic Levi's Brand* discussion.

## EXPLORING THE ICONIC LEVI'S BRAND WITH YOUR STUDENTS

High school educators are encouraged to review all the materials related to *Brand Identity: Inside the Iconic Levi's Brand* and incorporate individual or collective activities into your classroom discussions and assignments, in person and online. Start with the Introduction at the top of the mini-site and the [Getting Started](#) lesson plan just below it. These will provide context for branding and specifically the *Levi's Brand* discussion. Then begin your exploration.

*Explore Business* is meant to be a complement to your curriculum, built with expertise and insights from the Wharton School community. Wharton is a world leader in business education. You can fit all or parts of this brand discussion into your daily, weekly or monthly lessons, however it works best.

\*For insight on how another high school business educator has used our Explore Business mini-sites with his students, visit our [Essential Educator Blog](#).

## LOOKING AHEAD

We will be regularly publishing new mini-sites as fascinating Wharton School conversations drop. Be sure to [sign up](#) for our monthly newsletter to stay informed!

## LEARNING OBJECTIVES

After engaging with the *Inside the Iconic Levi's Brand* discussion, students should be able to:

- Define brand in various ways, including brand identity, brand awareness and brand management.
- Understand the challenges of turnaround leadership and corporate restructuring.
- Recognize the importance of a vibrant brand to customer loyalty and business health.
- Build awareness about brand purpose and how and why companies align with social issues.
- Begin to understand fundamental changes in the retail industry, from omni-channel strategies to addressing overconsumption through thrifting and second-hand selling.
- Recognize what it means to build business expertise during a career and apply it to new, high-level situations.
- Become familiar with key business and finance concepts through the lens of academic research and business experience.
- Think about ways to apply these new ideas and discussions to their own experiences and lives.