

Video Segment 1: Meet Chip Bergh, Brand Legend

NOTE-TAKING GUIDE

"When I was going into 7th grade, I asked my mom to drive three towns over so I could get a pair of Levi's to go to middle school...my whole hypothesis was that if we could make the brand what it was when I was a kid, that would turn the brand around." - Chip Bergh, former CEO, Levi Strauss & Co.

An important first step of any educational exploration is to understand who is leading you on the journey and why. As you begin to explore the *Iconic Levi's Brand* videos with Wharton Global Youth, briefly define these key components (Hint: Use the vocabulary list below!):

Barbara Kahn:

Americus Reed:

Charles "Chip" Bergh:

Levi Strauss & Co.:

Bonus: Wharton Global Youth has created previous [Explore Business mini-sites](#) around what other themes?

For many people, careers are journeys; a series of experiences that help them build expertise and begin to understand the inner workings of business. Ultimately, many develop deep expertise. Jot down a few notes from the video and vocab list about how the following factors influenced Chip Bergh's career journey?

The Birth of a 'Brand Guy' with Gillette and Old Spice:

A Headhunter Comes Calling:

Challenges with an Iconic Brand at Levi Strauss & Co.

Reflection: Brands come and go – and yet, some, like Levi's, endure. Think back to when you were entering the 7th grade. What brand would you drive three towns over to buy (figuratively, of course) to feel cool in middle school? What happened to that brand? Is it still popular? Would you wear it now?

THE LANGUAGE OF BUSINESS

(Linked terms are defined in the Wharton Global Youth Video Glossary)

[Acquisition](#)

[Company](#)

[Assets](#)

[Consumer](#)

[Brand](#)

[Consumer Goods](#)

[Branding](#)

[Customer Stickiness](#)

[Brand Equity](#)

[Executive Leadership](#)

[Brand Loyalty](#)

[Marketing](#)

[Brand Manager](#)

[Product](#)

[Brand Personality](#)

[Revenues](#)

[Brand Strategy](#)

[Shareholder](#)

[Brand Value](#)

[Social Identity](#)

[Celebrity Branding](#)

[Statistician](#)

[CEO or Chief Executive Officer](#)

[CEO Succession](#)

Americus Reed: The Whitney M. Young Jr. Professor of Marketing at the Wharton School of the University of Pennsylvania. Dr. Reed's primary research and consulting areas are in brand equity and identity loyalty, the study of creating and fostering brand communities. He is also a co-host of the podcast, *Marketing Matters*.

Barbara E. Kahn: The Patty and Jay H. Baker Professor of Marketing at the Wharton School of the University of Pennsylvania. Dr. Kahn is an internationally recognized scholar on retailing and brand loyalty. She is also the co-host of the podcast, *Marketing Matters*.

Brand Guy: A professional like Chip Bergh who has spent a good part of their career in marketing and branding for different products.

Brand Identity: A research area of Professor Americus Reed that involves all the assets of a brand that help to distinguish it in consumers' minds – from logo and colors, to marketing and messaging.

Brand Management: Using marketing strategies to maintain and promote a brand's value and reputation over time.

Business Turnaround: Reviving a business that has declined in sales or underperformed for a period of time, with a goal of making it successful.

Charles “Chip” Bergh: Former president and CEO of Levi Strauss & Co. who is credited with the company’s turnaround. He is also a legendary “brand guy” who previously spent 28 years at Proctor & Gamble, managing iconic brands like Old Spice.

Culturally Relevant: In this case, a brand is culturally relevant if it reflects an understanding of and response to the unique cultural characteristics of the time.

Gillette Blades and Razors Business: A Proctor & Gamble brand of men’s grooming products that was run by Chip Bergh following P&G’s acquisition of Gillette in 2005.

Global Business: Producing and selling goods and services across international borders. Levi Strauss operates some 3,000 stores worldwide.

Head Hunter: A person who seeks out appropriate job candidates to fill important job positions. Chip Bergh was approached by a head hunter while he was working for Proctor & Gamble to consider interviewing for the position as CEO of Levi Strauss & Co.

Iconic Brand: Brands of clothing or products that inspire deep customer loyalty and can live in the hearts and minds of people for decades, if not longer. In addition to Levi’s jeans, other iconic brands include Apple, Google, Disney, Coca-Cola, Lego, Adidas and more.

Levi Strauss & Co.: An American clothing company trading under the stock symbol LEVI that is known worldwide for its Levi’s brand of denim jeans. The company was [founded](#) in 1853 by Levi Strauss.

Levi’s Jeans: Blue denim jeans made by Levi Strauss & Co. Levi’s 501 jeans are particularly iconic and known for their straight leg and button-down fly.

Levi’s Stores: The physical retail locations where Levi’s jeans and other Levi’s products are sold. The company reported now has nearly 2,300 stores worldwide, including 244 in the U.S.

Marketing Matters: A weekly podcast hosted by Wharton School marketing professors Barbara Kahn and Americus Reed that discusses marketing and advertising trends, consumer behavior, data and analytics, the latest in retail marketing and brand building.

Michelle Gass: Former CEO of Kohl’s who was selected to succeed Chip Bergh as president and CEO of Levi Strauss & Co. She became president of Levi Strauss in 2023 and CEO in 2024.

Old Spice: An American brand of men’s grooming products including soaps, shampoos and creams that is known for its signature scent.

President: A company president is the leader of the organization and may work alongside or under the supervision of the CEO. Often, as in Chip Bergh’s case, the top company executive carries both titles of President and CEO.

Proctor & Gamble (P&G): The world's largest consumer goods company that has manufactured and managed such iconic brands as Charmin, Pampers and Gillette.

Sales: The revenue a company earns when it sells its products, services and/or merchandise.

Shareholder Value Destruction: When a company's management team makes decisions that reduce the value of a company's capital – and thus, erode the value of company shares owned by shareholders.

Swiffer: A cleaning-product brand made by Proctor & Gamble.

Ten Billion Dollar Business: A company whose assets are valued at \$10 billion.

The Wharton School: The Wharton School, also referred to as just Wharton, is the business school of the University of Pennsylvania, a private Ivy League university based in Philadelphia, Pennsylvania. Wharton is a world leader in business education and a hub for academic research in all areas of business.

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