

Video Segment 3: Meeting a Denim Head in Bangalore, India

NOTE-TAKING GUIDE

"Sometimes we start chasing these hardcore quantitative surveys because they feel really valid and objective, and we've got numbers...I love that you're talking about going into the wild to study people."

-Dr. Americus Reed, Marketing Professor, The Wharton School

Chip Bergh's marketing story about getting to know Levi's customers through an in-home visit is a critical moment in brand awareness for Levi Strauss & Co. It also speaks to the power of qualitative research alongside quantitative research. How did the consumer research collected around the following themes help to shape the Levi's brand? Take a few notes on the details of each of these moments in the story:

Why did they recruit this customer?

Laying her jeans on the bed:

Those two pairs of Levi's:

You wear other jeans, but you live in Levi's:

Changing the marketing campaign:

Reflection: We're recruiting you for customer research. What is your relationship to denim? Are you a denim head or have you never owned a pair of denim jeans in your life? Do you have a story about your favorite denim jacket or jeans that would be valuable to a marketer as they try to figure out what the brand means to their customers? Or why do you hate denim? If not denim, then what item of clothing do you have a connection with and why?

THE LANGUAGE OF BUSINESS

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

[Brand](#)

[Manager](#)

[Branding](#)

[Market Research](#)

[Brand Loyalty](#)

[Marketing Strategy](#)

[Company](#)

[Product](#)

[Consumer](#)

[Revenues](#)

[Consumer Goods](#)

[Senior Manager](#)

[Customer Stickiness](#)

Advertising: The practice of promoting or drawing attention to a product or service through different media, including print, online, radio, television, billboards, and more.

Advertising Agency: A business that creates advertising and other marketing for specific clients.

Advertising Campaign: A marketing strategy that uses advertising in different ways and different media to promote a product or service and inspire brand loyalty.

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 Power: How strong is your brand? In other words, how well can a brand influence consumer behavior and build connections to its products?

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.

Consumer In-home: Visiting customers (in this case, of Levi's) to ask questions and better understand their connection to the brand.

Consumer Shop-along: A type of market research where a marketer or company official accompanies a shopper while they select store items.

CPG Guy: Someone who has worked in the area of consumer packaged goods, which are products that consumers buy and use often.

Denim Head: A person who is very passionate about denim and possibly even collects different denim products and styles.

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

Guess Jeans: A premium denim brand made and sold by U.S.-based Guess clothing company.

Heavy Ups: Referring to a robust uptest, which is a market research method that involves showing an ad to a target audience and collecting feedback.

Hudson Jeans: A U.S.-based premium denim manufacturer.

Jane Goodall: A famous conservationist who is considered a top expert on chimpanzees.

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.

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.

Markets: In economics, places where people can exchange goods and services, often involving the exchange of money. Examples include a grocery store or the stock market.

Premium Brand: A product that is perceived by the target market to have higher quality.

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

Qualitative: Measured by the quality of something, rather than the quantity.

Quantitative Survey: A type of user research that asks objective questions and gathers numerical data from a large audience to identify patterns, rather than digging into the "why" or qualitative aspect of consumer behavior.

Tagline: A slogan or catchphrase that is used to advertise a brand, like Nike's Just Do It.

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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