

Levi's 'Curve ID' campaign

✓ **Objective:** Create hype and buzz about the launch of Levi's innovative Curve ID jeans, leveraging the presence of John Anderson, President & CEO

✓ **Strategy:**

Showcase the unique concept to fashion and lifestyle journalists in an interesting and personalised manner

✓ **Launch:**

Ø A pre seeding event in Mumbai for fashion journalists followed by a media launch in Delhi

Ø Dissemination of the Press release to Fashion and lifestyle sections of Leading English and Regional newspapers and magazines

✓ **Sustain Exposure :** Leveraged photographs with leading fashion & lifestyle media

Results:

Ø Over 30 minutes of electronic exposure (with branding) Times Now, NDTV Good Times, NDTV 24*7, CNBC TV 18, Azad News

Ø Large exposures in dailies like The Times of India, The Economic Times, Hindu Business Line, Marie Claire and others

