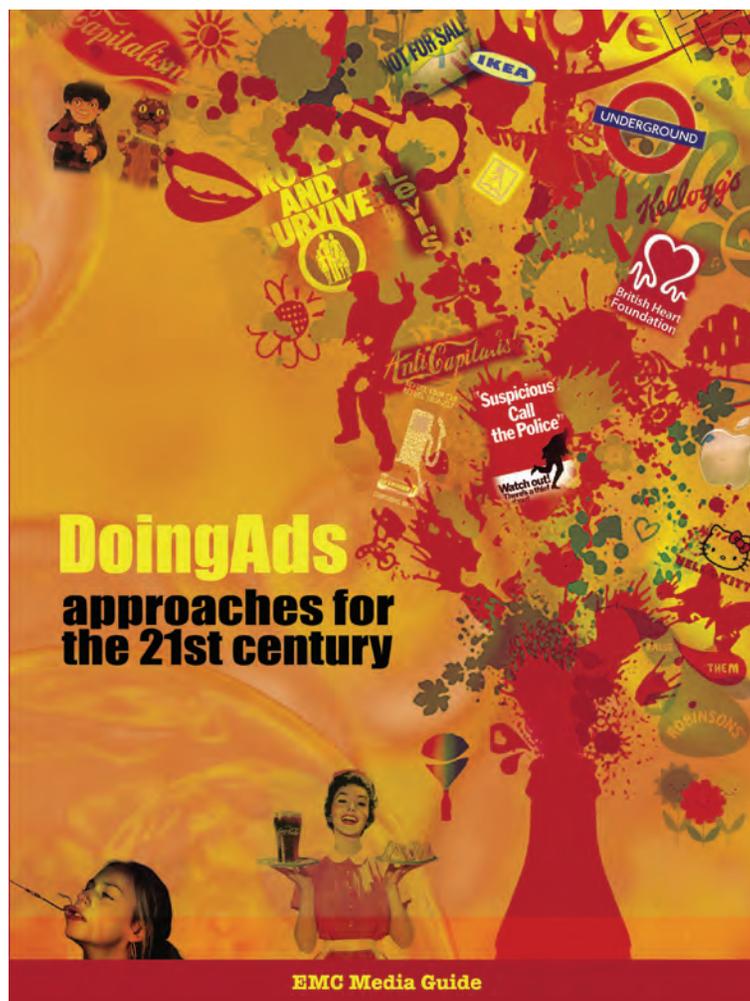


# From Doing Ads: Levi's



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# Stop! Read me!

## 1. What does this Video PDF include?

Pages 1-14 are activity sheets for you to print out. They look like this:



Activities which use a video clip are indicated with this icon: 

Clicking on this icon will take you directly to the video page.

Pages 15-18 are video pages (like a DVD). They look like this:



These pages include all the video clips referred to in the activity sheets.

## 2. How do I play the video clips?

First make sure you have saved the file to your desktop.

To play the video clips you need to open the file in Adobe Reader 9 or above.

You can download this free application by clicking here.



Follow the instructions to install the latest version of the Adobe Reader program. Once it is installed and you have agreed the license, open the program.

Go to 'File – Open' and navigate your way to the PDF you have downloaded. **NB: The video files will not display or play if you open the PDF in Adobe Reader 8 or below.**

Move your cursor onto the video image. Click and the video will begin to play within the page.

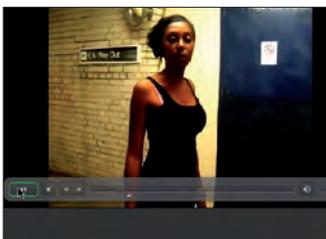
To play the video clips to a class you will need a computer, data projector and screen.

## 3. How can I play the video clips full screen?

Position the cursor on the video image. On a PC: right click. On a Mac either right click or 'Control+click'.

## 4. How do I stop the video clips playing?

Either move to another page in the PDF or click the Play/Pause button on the control panel, as shown here. **NB: The control panel is visible only when you move your cursor over the video image.**



## 5. What do I do after the video clip has finished playing in full screen mode?

To exit full screen mode, press the escape button on your computer.

# Studying Levi's

## A Changing Campaign

### For Students

#### What You Will do

This unit looks at the advertising behind one of the classic brands of the 20th and 21st centuries: Levi's jeans. You'll be investigating:

- the ways Levi's ads use stories, locations and images of America to sell denim
- the ideas and messages associated with Levi's advertising
- the changing techniques and marketing strategies used by BBH, the agency behind the campaigns.

To do this you'll sample 21 different TV ads spanning over 20 years:

- classic Levi's advertising from the past
- state-of-the art Levi's advertising of the 21st century
- online Levi's advertising – maybe the advertising of the future.

You'll then be given the opportunity to put into practice what you have learned by creating your own ad.

### For Teachers

#### Contents

- What's Levi's to You? 2
- Levi's in the Eighties 3
- Exploring the 501 Campaign 4
- Levi's in the Nineties 9
- Levi's in the Noughties 12
- Production Task: Making a Levi's Ad 14

#### Concepts and Terminology

Levi's brand image over time: iconography; mythology; intertextuality; representation – youth, age, gender, America, 'cool'; narrative analysis, theme, motif, association, convention; target audience; marketing strategies; advertising agency; repositioning; relaunching.

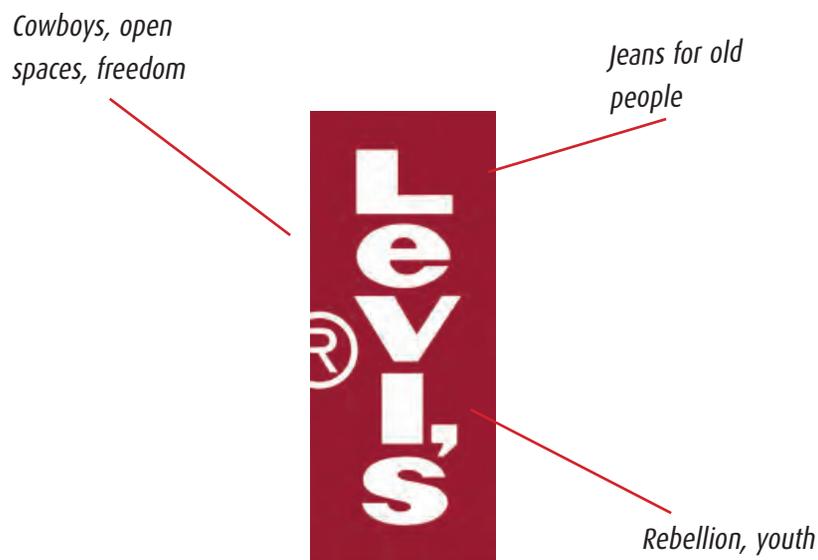
#### Good For

Reading for meaning; narrative and thematic analysis; understanding the author/producer's craft; writing to inform, review, analyse, comment; group discussion and interaction; speaking, presenting and functional skills; practical skills: researching and generating ideas, planning and drafting; copywriting and storyboarding skills; formal presentation of pitch.

## What's Levi's to You?

What, if anything, does the name Levi's mean to you? If the answer is 'nothing', then you could substitute 'blue jeans' for Levi's in this next activity.

- On your own, brainstorm everything that the name Levi's conjures up for you. This might include anything from a type of music, a colour, a place, a mood, a particular person and so on, e.g. denim, America, cowboys. You could do this as a spider diagram or a visual map, like this.



- Think about where these ideas, images and associations might have come from. This could be anything from a poster, a film, a pop song – or even seeing someone wearing a pair of Levi's. Annotate your spider diagram with your ideas, for example:
  - 1950s American high school
  - TV ad
  - films like *Grease*
  - 1960s pop song used by Levi's to advertise the jeans in the 1980s.
- Get into pairs or small groups and compare your spider diagrams. Can you see any patterns in the associations Levi's has for each of you? Next look at your annotations. Have the ideas, images, songs, places etc. that you associate with Levi's come from the same sort of sources? Or have you each had your ideas shaped in different ways?
- Finally, draw up a complete list of both the associations Levi's has for your class and the thoughts about where these associations came from.

# Levi's in the Eighties

## The 501 Campaign

You are going to watch a compilation of 1980s ads for Levi's 501s jeans. The compilation has been provided by Bartle Bogle Hegarty, the advertising agency which has sold us Levi's since the mid-1980s. The ads appear in chronological order from the earliest to most recent, as they were first screened on British TV.



- Watch the compilation of ads for Levi's, pausing after each one. Use a chart like the one below to note down a few key points to remind you of each ad.

Ad	People	Action	Music	Slogan
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

# Exploring the 501 Campaign

## Captions

There are blue jeans...and there are Levi's (trans)  
 Now available in black  
 Occasionally available to women  
 Originals have always been sought after  
 Eddie Cochran by Sharon Sheeley...501s by Levi's  
 Now available stonewashed  
 The original jeans  
 Unrivalled since 1853  
 Now available pre-shrunk  
 Separates the men from the boys  
 The original work wear

## Titles

Bath  
 Parting  
 Pool Hall  
 Pick-up  
 Pawnbroker  
 Russia  
 The Deal  
 Entrance  
 Eddie Cochran  
 Launderette  
 Beach  
 Refrigerator

## The 501 Caption Game

- Listed on the left are both the working titles given by the advertising agency to each ad and the captions used in the final advertising titles. Try to work out :
  - which title fits with which caption
  - which ad does each title + caption pair belong to.
- Compare your decisions with your partner, explaining the reasons for your choices. What was it about the ad that made you give it a particular title and caption? What was it about the title and caption which seemed to fit with the ad you chose?

## Reading Levi's 501s



- Watch the compilation again. This time, you're going to look for:
  - different ways of linking the different ads
  - any patterns behind the ads.

As you watch, make brief notes on anything that strikes you about the connections between the 501 ads.

## Connections 1

### Recurring Images

**One of the connections you may have noticed is the use of recurring or repeated images. These images appear in many of the Levi's 501 ads, e.g. underwear, steam or smoke, the red 501 label.**

- Add any other recurring images you noticed.
- In pairs, compare your lists of recurring images and make a joint list.
- Choose three or four of the recurring images and explain in your own words what this image suggests about Levi's 501s. For example:

*Images of America recur in the 501 ad because the advertisers are trying to make the viewer associate the jeans with the same sense of freedom, excitement and adventure that they associate with America. For UK audiences America and Americans are often seen as cooler and trendier than they are. This is what the advertisers want us to think about their jeans.*

- Take it in turns to feed back your ideas in whole class discussion. Draw up a class list of recurring images and what each suggests about the jeans. Why do you think the advertisers might have chosen to use the same images again and again in their ads?

## Connections 2

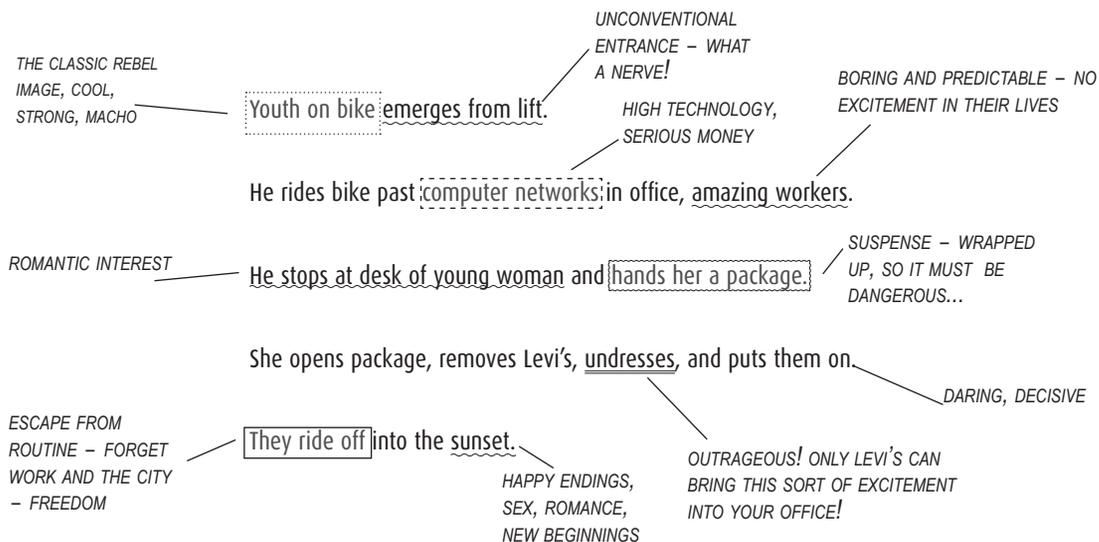
### The Story of the Ad

- Youth on bike emerges from lift.
- He rides bike past computer networks in office, amazing workers.
- He stops at desk of young woman and hands her a package.
- She opens package, removes Levi's, undresses, and puts them on.
- They ride off into the sunset.

### Different Stories, Shared Themes

One way of trying to draw out the themes of an ad is by telling its story. You are going to work in pairs, with each of you focusing on one of the Levi's 501 ads. Your teacher will tell you which ads to work on.

- In your pair, agree which ad you are each going to work on.
- On your own, summarise the story of your ad in no more than five sentences (see the example, left). When you are happy with your summary, write it in the middle of a sheet of A4 paper, leaving plenty of space around the sides, and between each sentence.
- Read your summaries to each other and talk about the different stories being told in the two ads you are working on.
- Although the stories are different, can you see any connections between them? Share your first thoughts, then go back to working on your own ad.
- Re-read your story of the ad. What does your story say about Levi's jeans and the people who buy them? Annotate your summary with your ideas, highlighting or underlining the bits of the story that suggested this to you. For example:



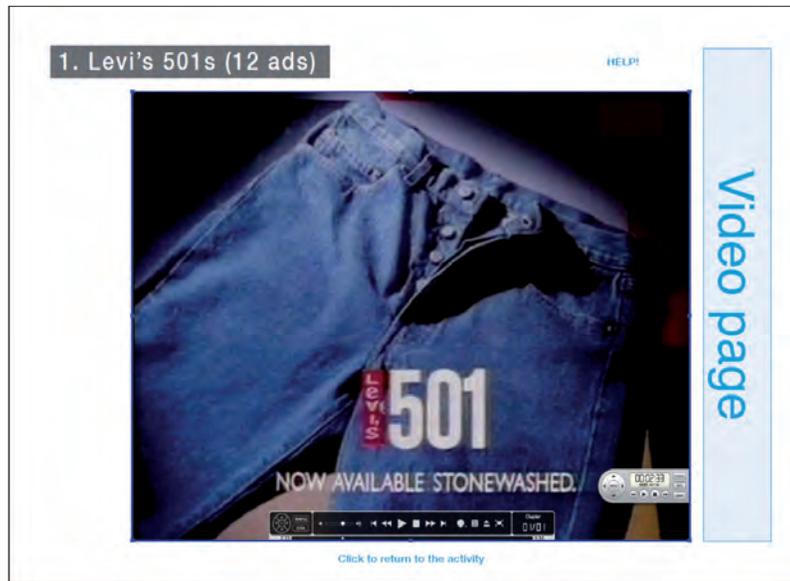
- Compare your annotations and pull out any common themes or messages about the jeans that you notice.
- As a class, take it in turns to share your different ad stories and what you think each is saying about Levi's and the people who buy them. What themes and message do you notice cropping up again and again in the different ads?
- Discuss what you notice about:
  - the way advertisers use different stories to say the same or similar thing about the product they are selling
  - the way different bits of a story can be used to carry messages about the product or the people who use it.

# Video pages

The download you are previewing is a Video PDF publication.

This preview does not include the video pages.

In the download video pages (like a DVD) are included at the end of the PDF. They look like this:



These pages include all the video clips referred to in the activity sheets.

For a preview of the video clips included in the Video PDF publication, please click 'Video preview' on the website.

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