



LEVI'S SUMMER HOTLINE

CHALLENGE

In a saturated jeans market place, Levi's needed to reclaim their iconic status by reconnecting with their audience and reigniting excitement for the brand.

SOLUTION

Get 'talking' to the audience with the Levi's Summer Hotline. Our larger than life pop-up interactive phone booth got temperatures rising by forcing our audiences out of their comfort zones. Our brave contenders had to tackle tough challenges set by Hong Kong's hottest radio hosts through real time video interaction.

RESULTS

Over 3 days, nearly half a million people interacted with the booths. Thousands of people spread the word online generating hundreds of likes, discussions and positive reactions. Over HK\$250,000 worth of earned media was generated with 0 investment in paid media and sales increased by over 30% over a typical week period.

