

AMPLIFY • ENGAGE • PARTICIPATE

How LS&Co. Uses Twitter to Support
Corporate Reputation

LEVI STRAUSS & CO.

MICHELLE WRIGHT

Senior Manager, Digital Content & Syndication

CORPORATE REPUTATION

INCREASE VISIBILITY

RAISE
AWARENESS

GROW
ENGAGEMENT

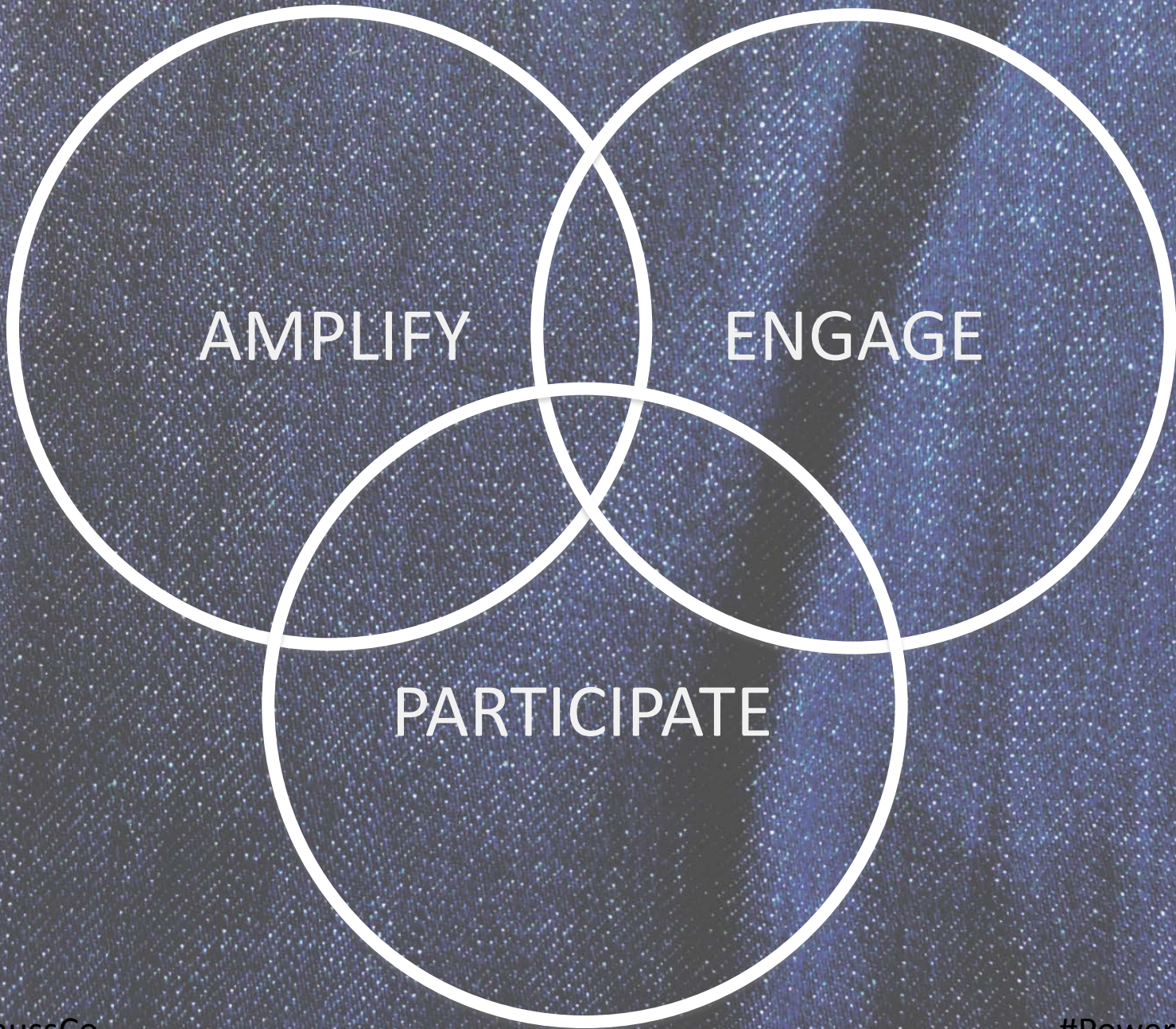
The background of the slide is a close-up photograph of three pairs of Levi's jeans, stacked vertically. The jeans are a medium blue denim color with visible stitching and the iconic Levi's pocket shape. At the bottom of each pair, the brown leather Levi's patch is visible, featuring the company logo and the text 'LEVI STRAUSS & CO.' and '501'. A semi-transparent dark grey horizontal band is overlaid across the middle of the image, containing the main text.

TWITTER

ENGAGEMENT & AMPLIFICATION CHANNEL

@LeviStraussCo

#PowerofPR



AMPLIFY

ENGAGE

PARTICIPATE



AMPLIFY

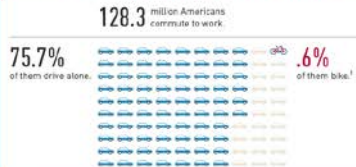
Campaigns, Content, Coverage

@LeviStraussCo

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TWO WHEELS ARE BETTER THAN FOUR: TOP REASONS WHY YOU SHOULD BIKE TO WORK

THE CURRENT STATE OF THE COMMUTER



Between 2000 and 2010, the number of bicycle commuters grew **40% nationwide.**²

40% of Amsterdam commuters bike vs. only 6.1% in Portland, OR—the most bike-friendly city in the U.S.³

Levi's® Commuter™ Collection caters to a cycling-based lifestyle, blending innovation and functionality with iconic Levi's® products.

Top Cycling Cities globally:⁴
1. Amsterdam, Netherlands
2. Copenhagen, Denmark
3. Utrecht, Netherlands

BIKE FOR YOUR HEALTH

The average rider loses **13 lbs.** in their first year of bike commuting.⁵



BIKE TO SAVE MONEY AND THE PLANET

CARS	Average annual operating cost	BIKES
\$9,122		\$308
24.1 mpg	In-use fuel economy ⁷	0 mpg
411 grams of CO ₂ per mile	Average CO ₂ emissions ⁸	0 grams of CO ₂ per mile

American drivers making one 4-mile round trip each week with a bicycle instead of a car could...



@LeviStraussCo LEVI STRAUSS & CO.
1-11 LEVI STRAUSS.COM/UNZIPPED-3L06/2015/05/BIKING-TO-WORK-BENEFITS/



PeopleForBikes @peopleforbikes · May 15
Why bike to work? @LeviStraussCo gives a few reasons in this sweet infographic. levistrauss.com/unzipped-blog/...

17 15 View summary



Bike League @BikeLeague · May 15
Two wheels are better than four! Fun #BikeToWorkDay infographic from @LeviStraussCo bit.ly/1Hi8dEE



9 16 View photo

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ENGAGE

Target, Segment, Track



13 MUST-FOLLOW TWITTER ACCOUNTS FROM A SUSTAINABILITY EXECUTIVE



PARTICIPATE

Be Present, Be Strategic

@LeviStraussCo

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Twitter Highlights

Twitter Followers

5,835
(+3%)

Top Tweet — 21K Impressions

A blue jean birthday present! The newest addition to our Archives is 125+ years young > ow.ly/Nd4xH pic.twitter.com/SvhXa4oPnf

Top Mention — 1,237 Engagements



Levi's®

@LEVIS · May 20

The newest addition to the [@LeviStraussC](https://twitter.com/LeviStraussC) Archives is 125+ yrs old. Meet - the New Nevada Jean bit.ly/1c5WaPN pic.twitter.com/eln8j4XbmK

Engagement Stats

Tweets	Profile Visits
63	3,695
Mentions	Tweets linking
275	890
Retweets	Favorites
145	190

MEASURE

Top Tweet
18.1K Impressions

[#INFOGRAPHIC] By the Numbers: The Benefits of #Biking to Work ow.ly/2bsY64
[#biketoworkday2015](https://twitter.com/biketoworkday2015)
pic.twitter.com/ARidG66mFX



Notable New Followers

- @SiliconValleyFA – Silicon Valley Fashion Assoc.
- @mattoyeah – Reporter, Mercury News
- @CaelusGreenRoom – Sustainability news
- @RLI_Int – Global retail & leisure magazine
- @asteinmeyer87 – Biz Dev Labor Voices
- @Stephkent – product at Dow Jones
- @fashionDGTL – Fashion events community
- @COF_ - Council on Foundations

@LeviStraussCo

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A FEW LESSONS LEARNED

- **It Never Hurts to Ask**
 - Target smart and be specific
- **Test and Try**
 - Experiment and analyze the results
- **#Hashtag It**
 - More than tracking – it's a rally cry
- **Focus on what you can control and move on**
 - Engage with those who are eager, don't waste time on those who aren't ... and haters gonna hate
- **Show Up**
 - Be there, be consistent