

# LEVI'S IN-GAME ADS REACH A NEW GENERATION OF FASHION ENTHUSIASTS

## GOAL

Anzu was delighted to work on an in-game advertising campaign for Levi's, one of the world's most iconic denim brands.

Levi's wanted to leverage the unprecedented reach and impact that in-game advertising offers to promote its iconic 501 jeans to a new generation of fashion enthusiasts.

EUROPE

18-30

CROSS-PLATFORM



## STRATEGY

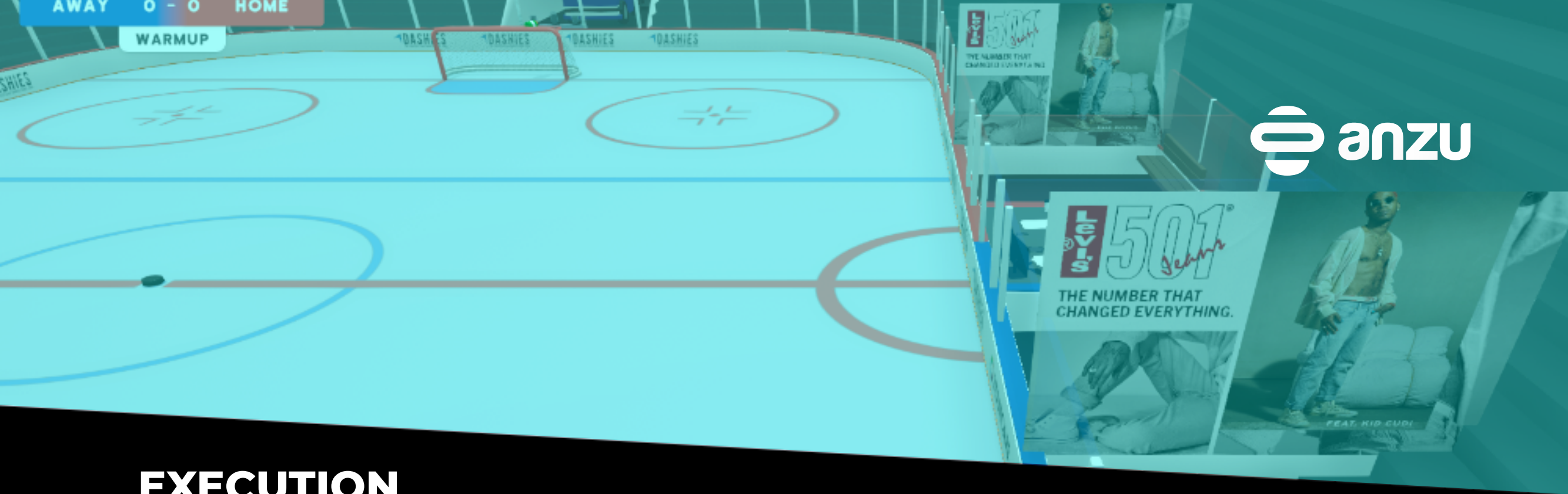
With many of the globe's leading fashion brands, including Gucci, Nike, and Adidas, seeing massive success with gaming, and with Anzu research finding that 6 in 10 fashion fans say it's really important to see their favorite brands in the games they play, gaming has become a key focus for Levi's.

Levi's wanted to leverage the power of in-game advertising to help increase awareness of its 501 jeans to reach new customers and re-engage existing ones.

## STRATEGY







## EXECUTION

The campaign ran across a curated list of premium mobile, PC, and Roblox titles from Anzu's vast inventory via non-disruptive in-game ad placements designed to compliment the gaming environment perfectly.

Thanks to Anzu's partnerships with leading tech vendors, Levi's was able to work with Oracle Moat to verify the campaign's performance, and research specialists On Device Research to measure the campaign's effectiveness through the marketing funnel.

## RESULTS

# RESULTS



**4%**

INCREASE IN  
BRAND AWARENESS

### INCREASE IN ADVERTISING RECALL



**16%**

AMONG PREMIUM  
JEANS PURCHASERS



**8%**

AMONG  
FASHION FANS



**5%**

INCREASE  
OVERALL



**64%**

OF THOSE EXPOSED TO THE CAMPAIGN TOOK  
AN ACTION OF SOME SORT WHICH INCLUDED  
VISITING LEVI'S WEBSITE OR MAKING A PURCHASE



**6%**

INCREASE IN BRAND CONSIDERATION  
AMONG THE 18-30 TARGET AUDIENCE  
AND 3% INCREASE OVERALL



Reach out to find out how Anzu's in-game ads could help you reach your desired audience.

**CONTACT US**