

gigya



Levi Strauss & Co.

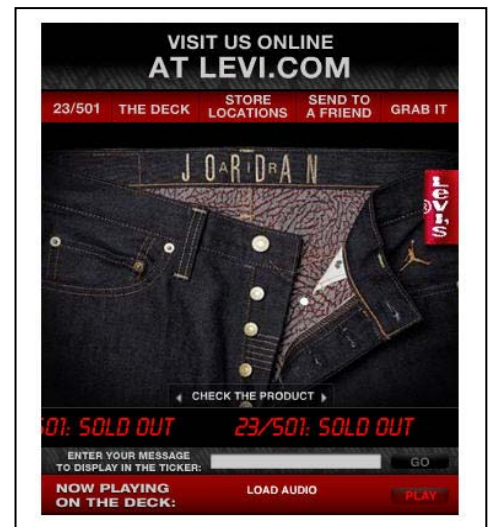
23/501 Levis – Air Jordan: Sold Out In a Flash Case Study

The Challenge: Reaching Young Urban Males

Gigya's mission was to help Levi-Strauss & Co. penetrate this market by designing a hip, high-impact, immersive widget that would get young urban males excited about the limited edition 23/501 Collection and generate a buzz to drive these consumers to purchase the jeans. Levi Strauss & Co. had one primary objective: turn pent-up demand for its limited edition 23/501 Collection into sales —*fast*— by getting product shots into the hands of young, urban males. The company and its agency, Avenue A|Razorfish used Gigya's full-service solution for design, production and distribution. The campaign focused exclusively on driving widget installs to the social network profile pages of the target.

Campaign Execution: Creating An Immersive Product Experience

Gigya designed and developed a hip, high-impact widget, featuring one-click scrolling through a gallery of



23/501 product shots. An anticipation-building countdown timer ticked off the hours, minutes and seconds to product availability, and store location information was put at the users' fingertips. The widget also incorporated a sound track of fresh hip-hop tracks from Sony's Jive Records, chosen specifically to appeal to the 23/501 target and add to the widget's perceived value.

Gigya incorporated its Wildfire platform, enabling the widget to be easily grabbed and shared, then distributed the widget on its network, focusing exclusively on sites frequented by young urban males.

Campaign Result: Measuring Campaign Success

Gigya achieved both goals: the combination of a focused and compelling widget and Gigya's guaranteed distribution model resulted in more than 90,000 photo views. Even better, the 23/501 Collection sold out in less than 50 seconds.