

Marketing Communications Brief

What	Detail
Brand / Organisation:	Levi Strauss & Co., Australia
Business Objectives:	To increase sales of Levi's jeans among plus-size Australian women by 1% of the company's total revenue (from 17% to 18%) by the end of 2019
Communications Objectives:	Enhance Levi's brand as: size-inclusive and sensitive to body image issues. Drive online engagement (create 25% positive brand mentions online) encouraging Levi's women to embrace their body – regardless of their size.
Target Audience:	 <p>This is Ashley. She's 31-year-old and lives in Burwood East, Melbourne. Ashley heads a small boutique PR agency and earns \$140,000 per year. She and her fiancé plan to get married in the next two years at a destination wedding in Bali. She drives a jazzy red convertible to work.</p> <p>Ashley was bullied for her weight as a kid, but having dealt with body image issues for most of her life, she believes in beauty beyond all sizes. She doesn't let negative comments come between her and her desire to try out fresh arrivals from new clothing lines.</p> <p>Ashley's passionate about the latest fashion trends. Alongside fashion, she gives priority to comfort. She loves to follow fashionistas and lifestyle bloggers on social media. She's always in-style and often gets asked for style tips from her friends.</p>

	<p>Just like her car, she likes to make an entrance, especially when she goes for important meetings. She is fond of traveling and often captures her exotic travels on Instagram. In her free time, she spends time on her fashion blog where she uploads her favourite outfits put together for different occasions. She likes to share her 'Outfit Of The Day' (#OOTD) on Instagram and has over 25k followers.</p> <p>Most of her followers are women who admire Ashley for her courage to ignore haters and share her lifestyle online. Ashley feels connected to them and has created a separate forum on her blog where a community of women discuss important topics like body image issues.</p> <p>By using social media channels, Ashley wants to highlight that women of any size can also look fashionable. She aspires to be the voice for plus-size women and cares about how society treats them. While khakis and cotton pants feel nice every once in a while, Ashley loves to be on an ever-on-going search for the perfect pair of fitting jeans.</p>
Key Messages:	<ul style="list-style-type: none"> • Size does not limit Levi's
Insight:	<p>Brands mostly focus on highlighting a 'model body' and a majority of stores don't stock sizes beyond 12. This insight has come under the scanner in the past couple of years, making it a vital topic of discussion in the fashion industry. Since the average Australian woman is a size 14-16, Levi's identifies this gap and wants them to feel accepted by society. With more women accepting their bodies, Levi's positions itself as a brand that identifies their needs.</p>
Support:	<p>Research reveals that the women's plus-size clothing market is worth billions of dollars. Since Levi's is the most searched for jeans brand in Australia, it has an easy claim over the industry.</p>
Any other information?	<p>The fashion industry has been slow to include women of all shapes and sizes but a revolutionary shift in brand giants displaying plus-size women across their marketing campaigns has changed this phenomenon since 2015.</p> <p>Candid conversations on open forums are allowing women to voice their frustration with clothing brands and their ignorance towards creating products for plus-size women. Additionally, there is an on-going raging conversation, both online and offline, on the evolution of body sizes over the past couple of decades in Australia and what this means for the general state of health, in terms of the average BMI.</p>

Body image issues and body acceptance are the current hot topics of discussion in the fashion industry where there is an increase in the number of women discussing the significance and, more importantly, the need for brands to embrace bodies of all sizes and urging them to create clothing lines to cater to this audience. Many of them are vocal through social media channels and blogs. In fact, plus-size bloggers are now collaborating with fashion giants to highlight their involvement with this rising movement.

There are brand giants who are already cashing in on the plus-size fashion industry by creating an awareness and visibility through marketing campaigns – many of which involve engaging with audiences through trending social conversations.

With brands sneakily charging plus-size women more for bigger sizes and the increasing concern for inconsistent sizing in Australia, the future of plus-size fashion involves condemning discrimination brands depict towards plus-size women.