

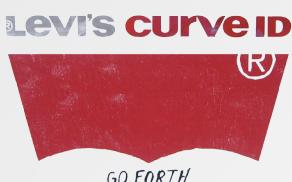


AT&T
AdWorks

Levi's® Curve ID

Case Study

Objective:



Levi's® Curve ID jeans, which celebrate the true curves of a woman, made their debut at Levi's® outlet stores in Summer 2011. In partnership with media agency OMD, the Levi's® brand and AT&T AdWorks launched an engaging, rich media mobile ad campaign to coincide with debut timing. Levi's® goal was to drive awareness and in-store traffic where consumers could try on Levi's® Curve ID custom fit jeans for purchase.

Solution:

AT&T AdWorks focused on three key areas: Audience, Engagement and Access.

Audience: Through AT&T AdWorks' Mobile Audience Network, Levi's® was able to reach correct target audiences within the following segments: Females aged 12-18; 18-34 and 35+ across a custom beauty, fashion and retail audience channels created for the Levi's® brand.

Engagement: The campaign featured a content rich HTML5 ad that enabled consumers to engage and interact with the Levi's® fit of their choosing.

Access: The campaign also ran expandable rich media units and static banners in order to maximize impact and reach users across all types of mobile devices.

The campaign premiered Store Finder, AT&T AdWorks' opt-in location enabled rich media ad unit. It utilized mobile device GPS coordinates or ZIP code to provide nearby retail information. All creative had a consistent and strong call to action to find the nearest outlet store.

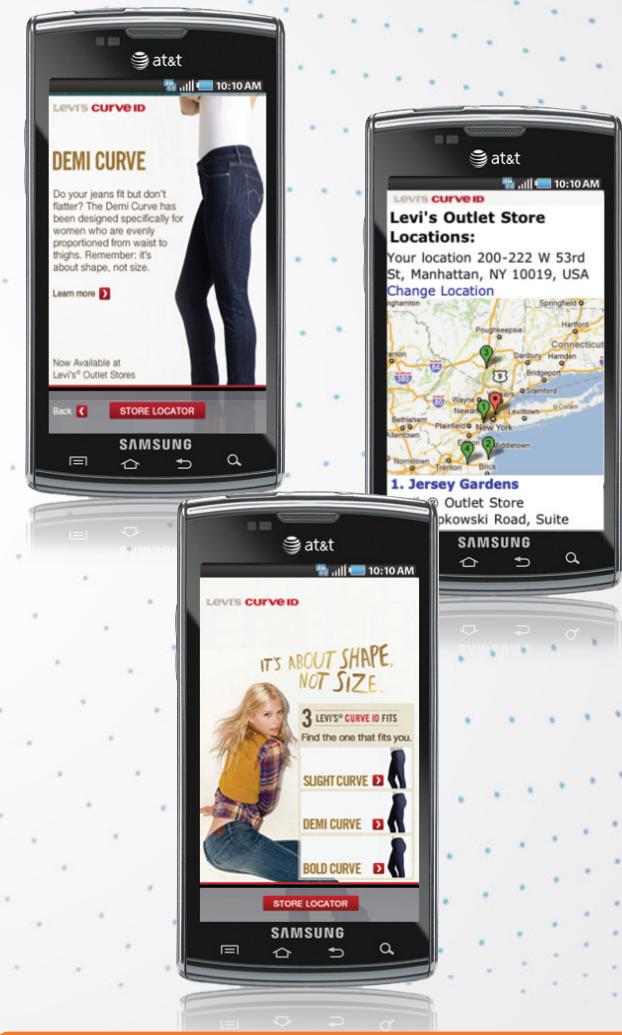
Targeted advertisements were optimized daily to maximize audience reach and engagement.

Results:

85,000+
clicks to
the Store Finder
in less than one
month

Average CTR
to Store Finder
10.3%

44.7%
click rate from
rich media
expansion to
Store Finder



"Levi's was excited to work with AT&T AdWorks on the Levi's Curve ID advertising campaign," said Ibby Clifford, Senior Manager of Public Relations, Levi's. "Through the AT&T AdWorks Mobile Audience Network, Levi's was able to reach our desired target audience across a custom beauty, fashion and retail audience channel."

Case study results are based on individual campaign factors. AT&T makes no performance warranties.

Let's Talk

For more information on how to make your advertising more intelligent, contact us at www.att.com/adworks or 888-268-3648