

## Candidate B – Analysis and Evaluation (extract)

### AIM – What impact does Levi Strauss and Co’s ethics have on the success of its business, and potentially have on the environment?

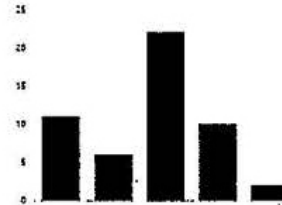
From looking at Levi’s advertisement in particular the Buy Better. Wear Longer. video. I can see that Levi’s are trying to target a younger market, doing so by using youtubers, footballers and singers, that are popular amongst younger generations. The largest group that took part in my survey were aged 41-55, while this age group are definitely familiar with Levi’s, they may not so

be up to date with their recent campaigns, as Levi’s have been trying to reach a younger audience. During the process of getting people to fill in my survey, I could have

tried to gain more responses from the 16-25 age group to help my research be more accurate and valid.

2. What age category are you in  
[More Details](#)  [Insights](#)

● 10-25	11
● 26-40	6
● 41-55	22
● 56-70	10
● 71-85	2
● 86-100	0

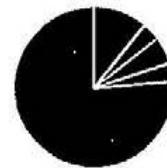


87% of the people taking part in my survey had not heard of the ethical campaigns being ran by Levi’s, this shows that Levi’s do not advertise the ethical campaigns they are running enough, as they have not reached very many people. Even though these results may have been to do with the majority age range not being those Levi’s have been trying to reach, it is still a larger majority than expected from this question.

5. Have you heard any of the following campaigns ran by Levi’s?  
You may select more than one answer

[More Details](#)

● Waste less jeans	6
● Water less procedure	2
● Well thread	3
● Use & Reuse	2
● No	42



6. If so, how did you hear about them?  
MAXIMUM 13  
RESULTS  
Latest Response

3 respondents (23%) answered Social media for this question.

Advertising in the cinema Online marketing adverts  
Established company **Social media** Fashion degree  
Popular Seen in shops brand media and my teenager  
friends Instagram

My survey then asked if they had heard of them, where did they in doing so, most of the answers were in relation to social media. This further highlights the target market Levi's are trying to reach as the majority of social media users are generally from younger generations<sup>16</sup>.

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<sup>16</sup> <https://www.statista.com/statistics/1124159/us-generational-social-media-news/>