



WARNER MUSIC

IMGN

501[®]
Levi's[®]
150th

EVERGREEN CONTENT

SERIES IDEAS | JULY 2023

vertical studios

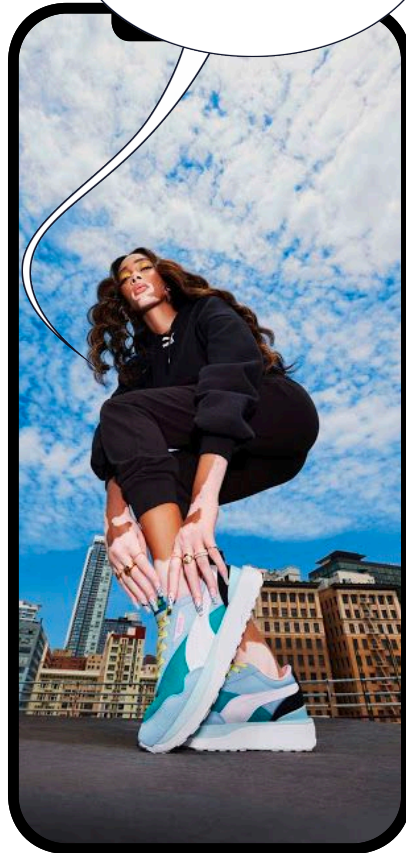


IMMERSING OURSELVES IN THE VIBRANT ATMOSPHERE OF THE 501 EXPERIENCE, WE HAD THE PLEASURE OF CONNECTING WITH LEVI'S INCREDIBLE TEAM OF INTERNAL TALENT. AS WE DELVED INTO CONVERSATIONS WITH THE PASSIONATE INDIVIDUALS WHO HAVE DEDICATED 10-15 YEARS TO THE BRAND'S LEGACY, WE DISCOVERED THEIR TREASURE TROVES — A METICULOUSLY CURATED COLLECTION OF RARE LEVI'S COLLABORATIONS, CAPSULE PIECES, AND LIMITED EDITION DROPS AMASSED OVER TIME.

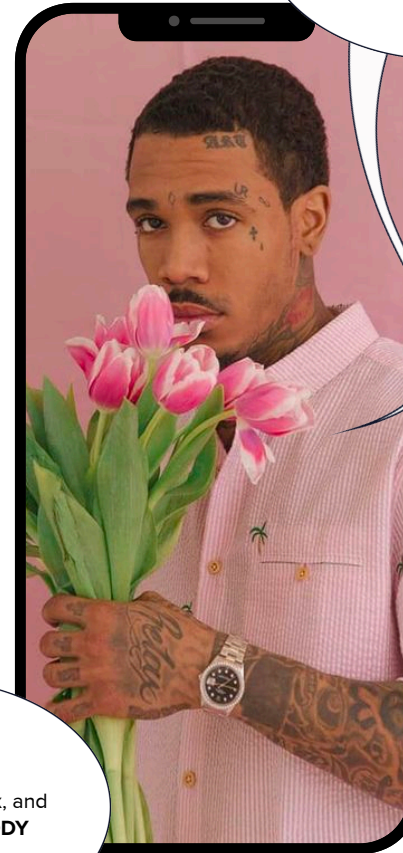
NOW, WE HAVE THE UNIQUE OPPORTUNITY TO BRING FORTH THESE EXCEPTIONAL GARMENTS AND THE EXCEPTIONAL FACES THAT BREATHE LIFE INTO THE CREATIVE HEARTBEAT OF THE BRAND. **THROUGH THE FOLLOWING TWO SERIES CONCEPTS, WE AIM TO SHINE A SPOTLIGHT ON LEVI'S INTERNAL TALENT**, UNVEILING THEIR PERSONAL STYLE NARRATIVES WHILE SHOWCASING THE REMARKABLE PIECES THAT HAVE BECOME PART OF THEIR STORIED JOURNEY.

BUT WITH MUCH OF THE INTERNAL TALENT TEAM CURRENTLY STRANGERS TO OUR VIEWERS ON TIKTOK — **WHY SHOULD YOUR AUDIENCE CARE?**

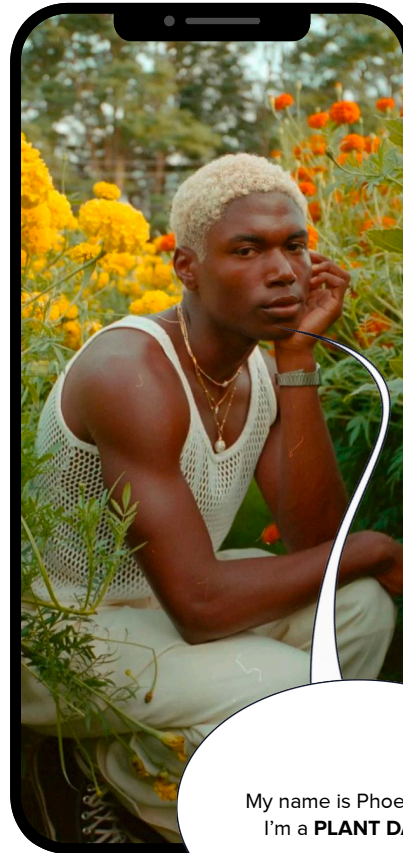
My name is Angel, and I'm a **SNEAKER JUNKIE**



My name is Rocky, and I'm a **LOVER BOY**



My name is Phoenix, and I'm a **PLANT DADDY**



WE UNDERSTAND THE IMPORTANCE OF CREATING A STRONG BUY-IN POINT FOR VIEWERS, ESPECIALLY WHEN FEATURING INDIVIDUALS WHO MAY BE STRANGERS TO THEM — THAT'S WHY WE CRAFTED A VISIONARY APPROACH TO CHARACTERIZE EACH PERSON FEATURED AS A DISTINCT “**STYLE PERSONALITY,**” TRANSFORMING THEIR STYLE NARRATIVES INTO CHARISMATIC CARICATURES OF THEIR UNIQUE IDENTITIES.

BY INTRODUCING INTERNAL TALENT THROUGH VIBRANT PERSONAS LIKE *THE SNEAKER JUNKIE*, *THE PLANT DADDY*, *THE LOVER BOY*, AND MORE, WE ARE ABLE TO INFUSE EACH EPISODE WITH A BURST OF PERSONALITY AND FLAIR — GIVING VIEWERS A GLIMPSE INTO THE MULTIFACETED WORLD OF LEVI'S THROUGH AN INCREDIBLY DIVERSE ARRAY OF STYLE LENSES.

BY CHARACTERIZING INTERNAL TALENT THROUGH THIS CREATIVE APPROACH, WE AIM TO FORGE AN **INSTANT CONNECTION WITH OUR VIEWERS** — DRAWING THEM IN TO A CAPTIVATING JOURNEY WHERE THE BOUNDARIES BETWEEN FASHION, IDENTITY AND PERSONAL EXPRESSION BLUR.

THAT SAID, WE ENTHUSIASTICALLY INTRODUCE THE FOLLOWING SERIES CONCEPTS:

LEVI'S LAUNDRY



A DYNAMIC AND STYLISH SERIES THAT FOLLOWS INDIVIDUALS THROUGH THEIR WEEKLY LINEUP OF OUTFITS WORN THAT WEEK FEATURING THEIR MOST-WORN LEVI'S STAPLES.

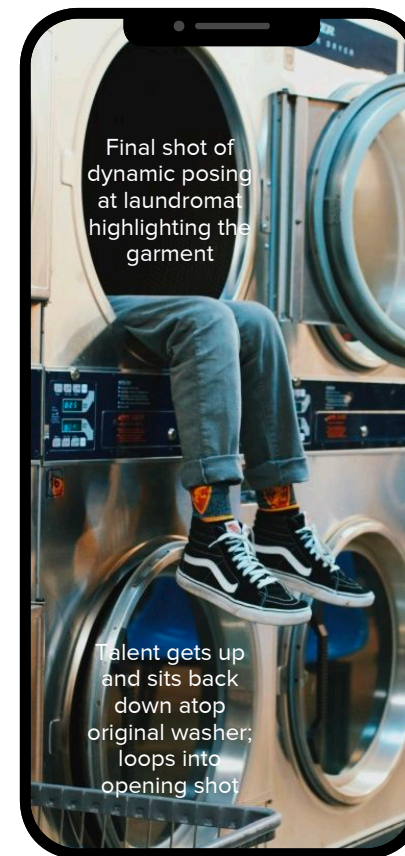
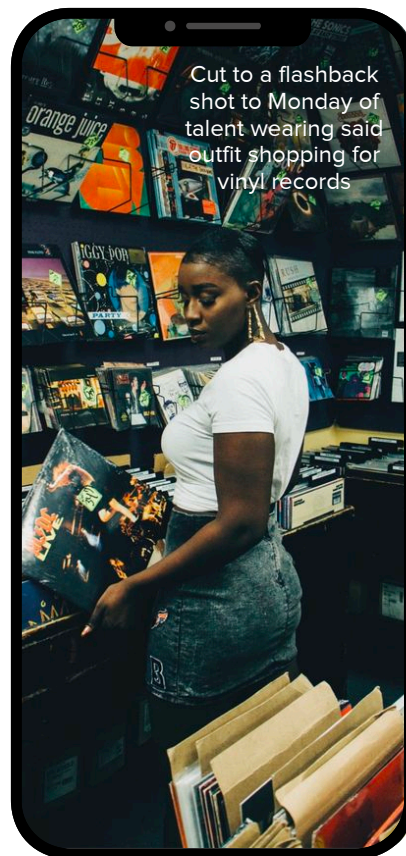
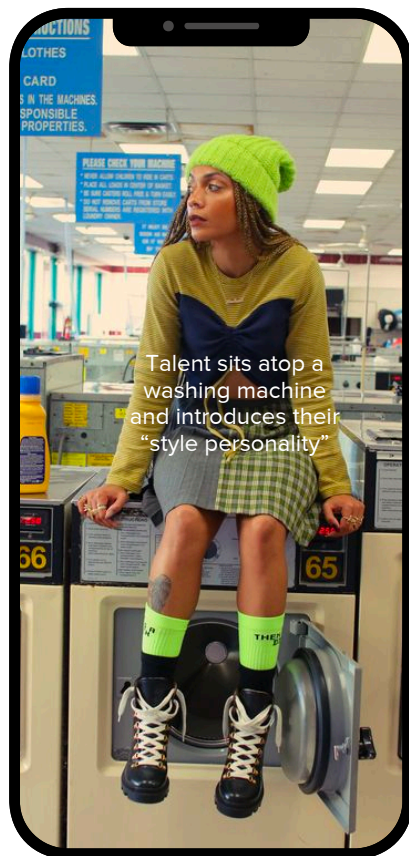
SET IN A VIBRANT LAUNDROMAT, EACH EPISODE TAKES VIEWERS ON A DAY-BY-DAY* JOURNEY THROUGH EACH OUTFIT, IMMERSING VIEWERS IN A UNIQUE FASHION-FIRST STORYTELLING EXPERIENCE.



*Note: in order to keep the time and pace of the video bite-size for TikTok, one week will be condensed to 3 days (M/W/F).

rough storyboard

TRT: [00:45] - [00:60]



*NOTE: any garments discouraged from being washed too often would not be depicted being thrown into wash — rather worn by talent the entire episode, and styled uniquely in each flashback shot

**NOTE: a lower-lift iteration of this production would be shot in a person's home, using a clothing rack + laundry hamper (IMGN-provided)