



“Our merchandise presentations on Brandlive are the best meetings we have ever had at Levi’s.”

Christine Nyman
RETAIL OPERATIONS
MANAGER, LEVI'S

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Brandlive & Levi's: A Classic Fit

Levi's uses Brandlive to conduct seasonal merchandise meetings around the country with key retail accounts to introduce new product lines, new features and demonstrate the styling standards for clothing lines in stores. Prior to using Brandlive, it was costing several hundred thousands of dollars to host in-person merchandise meetings and events. Shipping sample product and paying for required personnel to travel was exorbitantly high, not to mention lodging, food, and other costs associated with hosting out of town groups.

An Innovative Solution

The Brandlive team came up with an innovative solution: send a small crew around the U.S. to regional Levi's offices, to create live events so that representatives from these offices could present products from the latest season. By using Brandlive to keep live interaction while trimming costs, **Levi's is able to cut 90% of training costs** while maintaining an informative and interactive experience, resulting in cost savings in the hundreds of thousands of dollars.

Streamlined Training

Employees on both ends of the experience at Levi's prefer this method, as it saves time and logistics planning while keeping the visual demonstration a top priority. By watching Levi's reps from local offices around the country, they are able to connect directly with those planning the merchandising for retail stores, rather than just receive written instructions. They also benefit from a high level of retention by being able to directly ask the merchandiser questions about new trends. The result is a much more convenient and personalized experience, with a streamlined and cost-effective process.