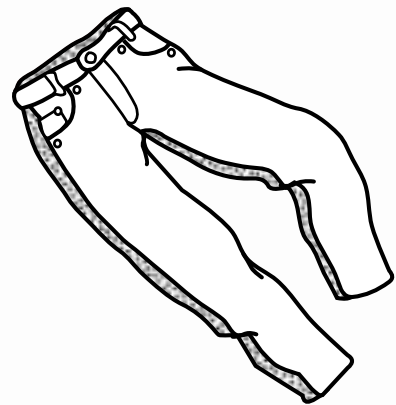


Levi's

Market Research Report



By: Caitlin Kurzman

MARKET RESEARCH COMPETITIVE ANALYSIS:



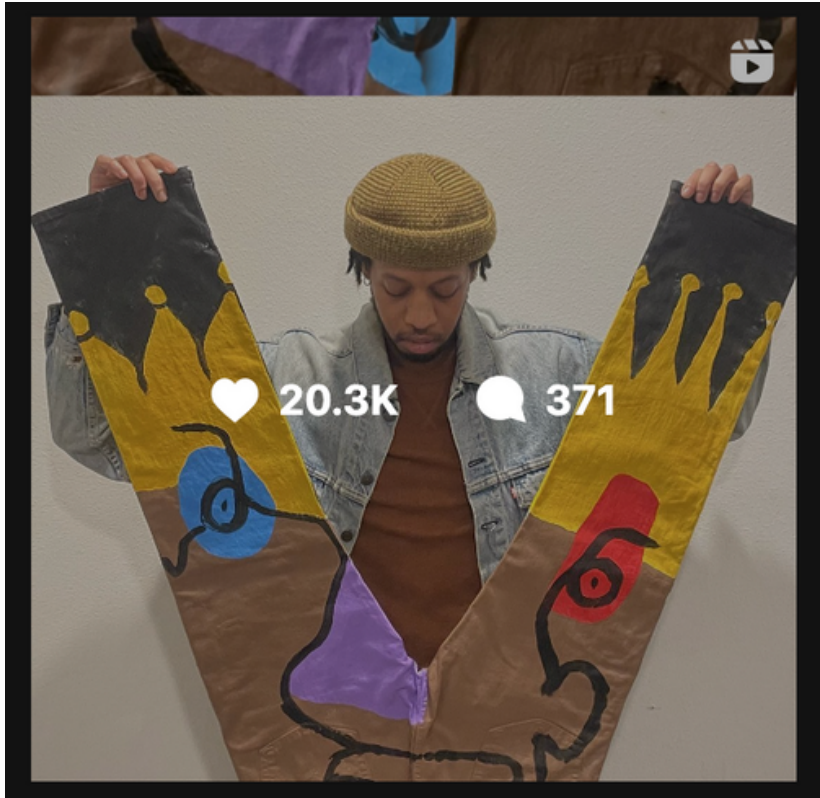
Accounts	Active Platforms	Followers: IG	Followers: All	Post Frequency	Avg. Engagement	CM Score (1-3)
@Levis	IG, TT	8.6 Million	9,600,000	35 posts in 30 days	4,558	1
@CalvinKlein	IG, TT, FB, TW	22.5 Million	40,606,000	37 posts in 30 days	21,190	1
@GoodAmerican	IG, TT, FB, TW	2.3 Million	2,796,263	52 posts in 30 days	10,002	1

MARKET RESEARCH CONTENT PERFORMANCE @LEVIS - IG

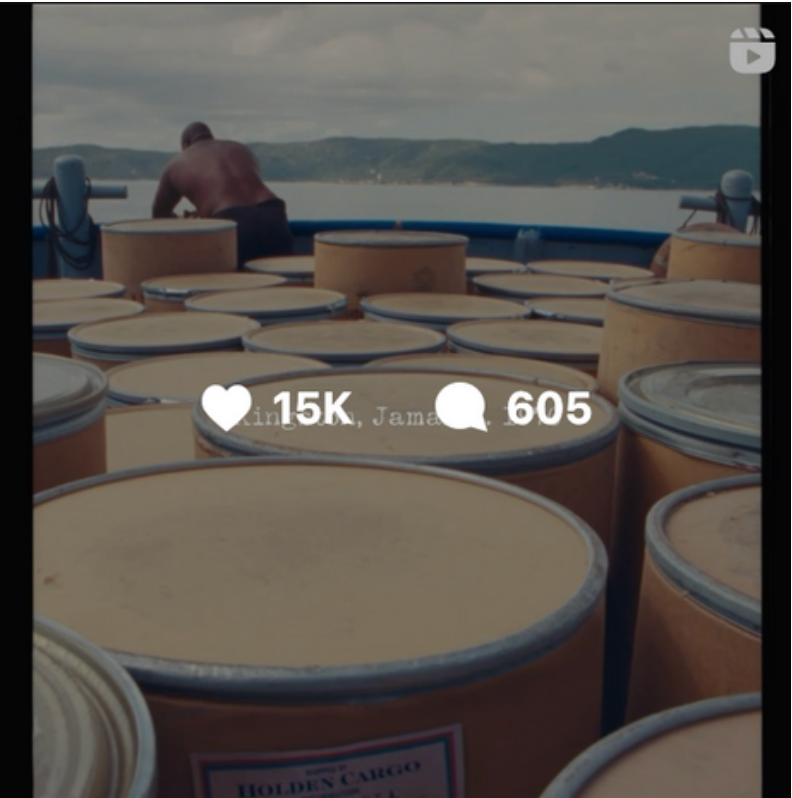
Highest:



57,000 Likes, 262 Comments

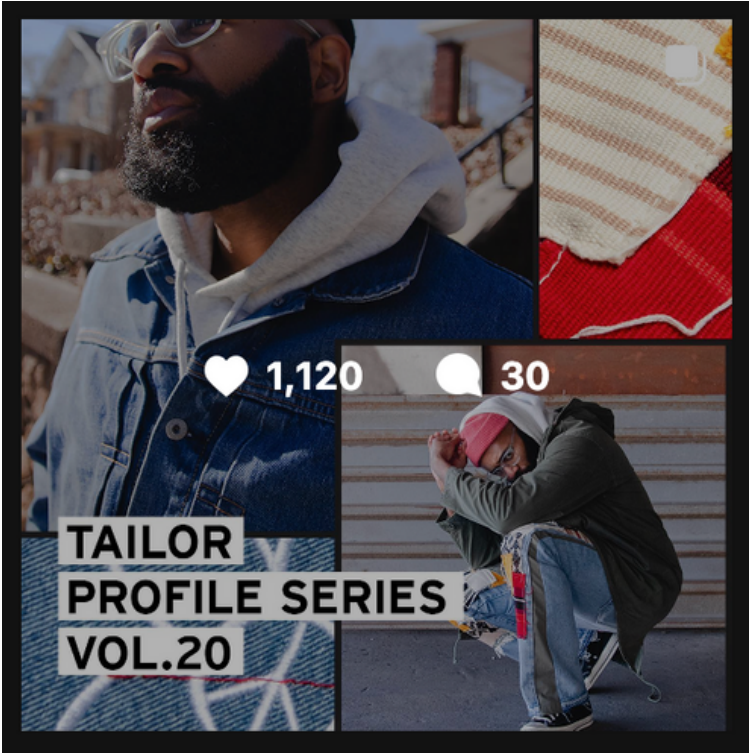


20,300 Likes, 371 Comments

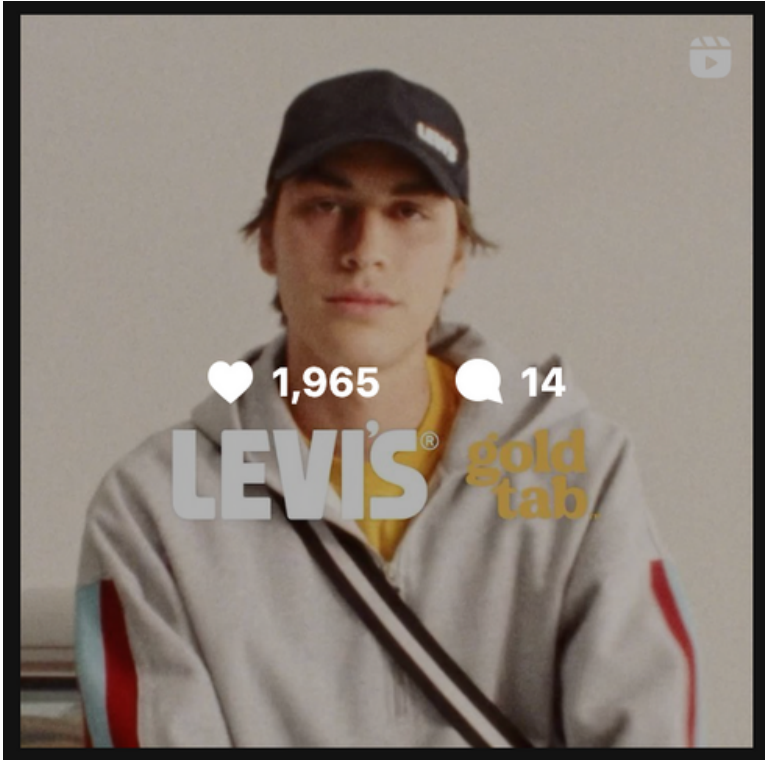


15,000 Likes, 605 Comments

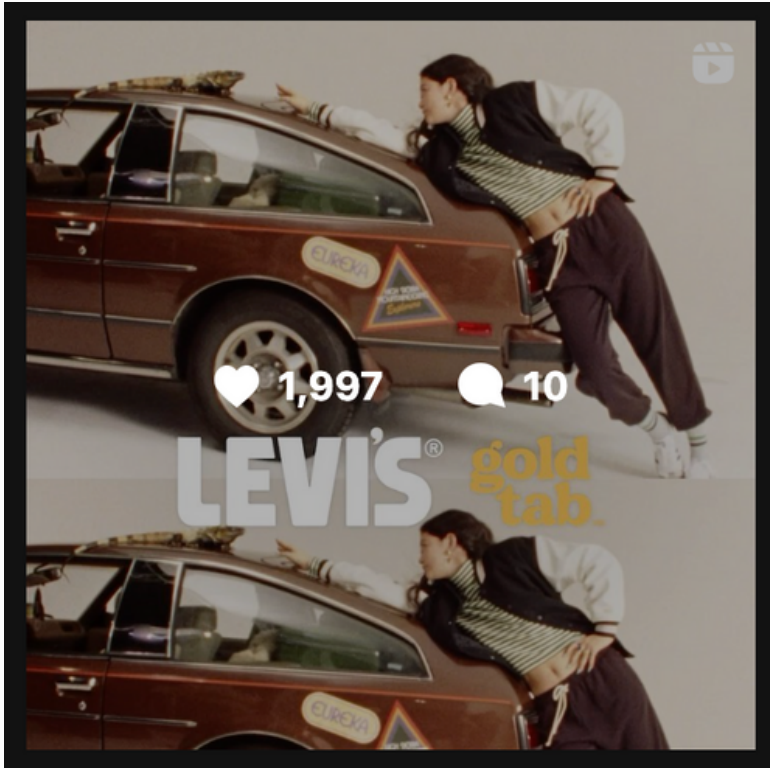
Lowest:



1,120 Likes, 30 Comments



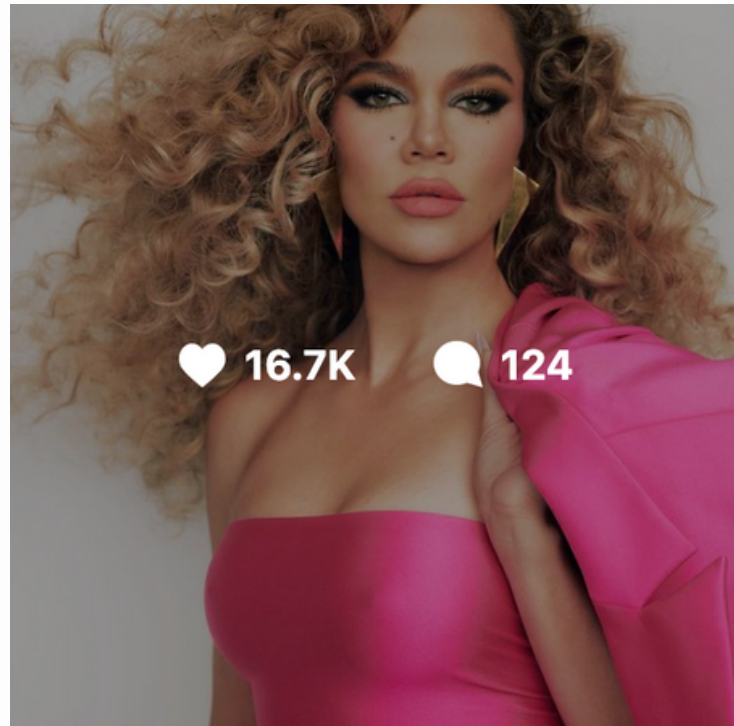
1,965 Likes, 14 Comments



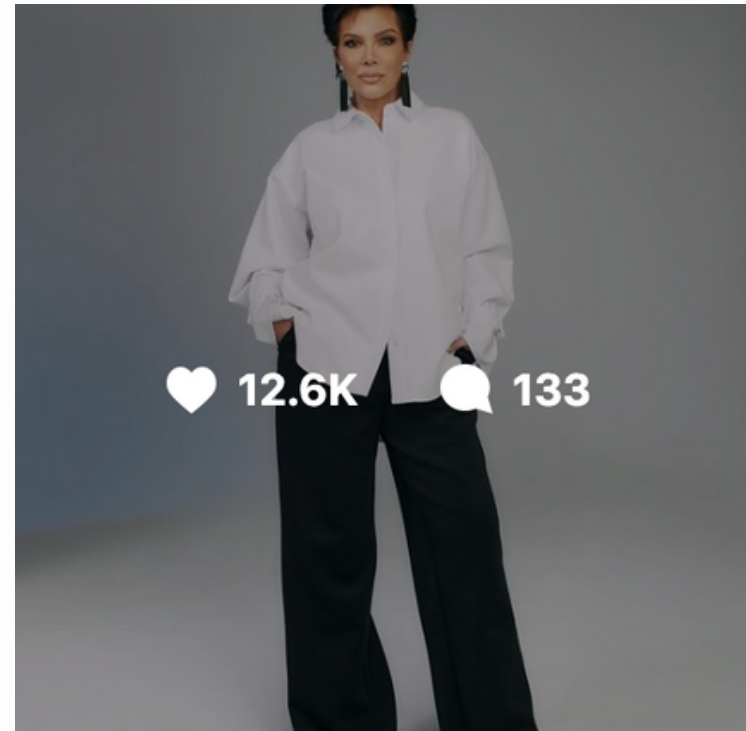
1,997 Likes, 10 Comments

MARKET RESEARCH CONTENT PERFORMANCE @GoodAmerican - IG

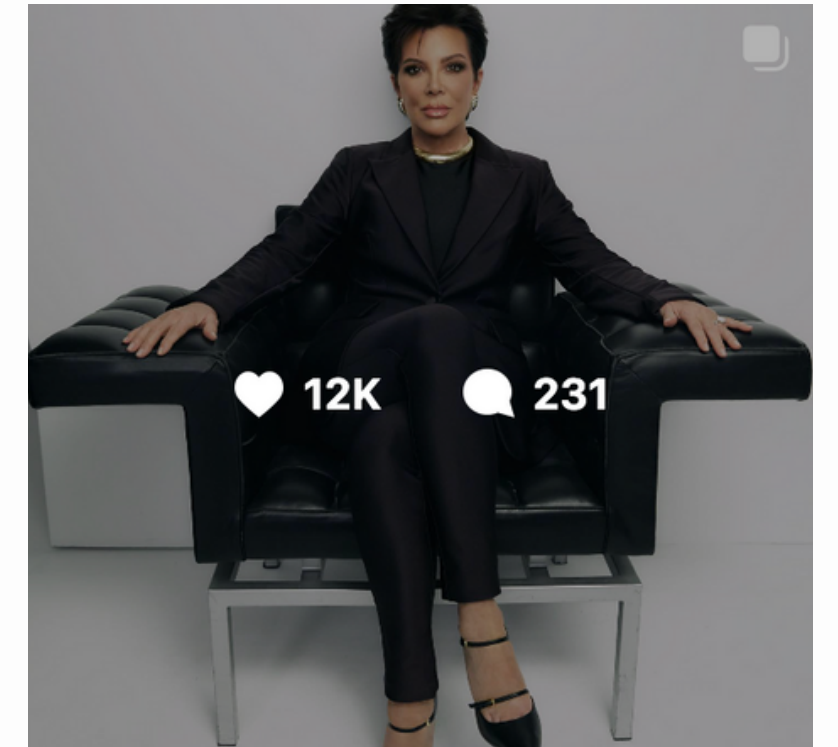
Highest:



16,700 Likes, 124 Comments

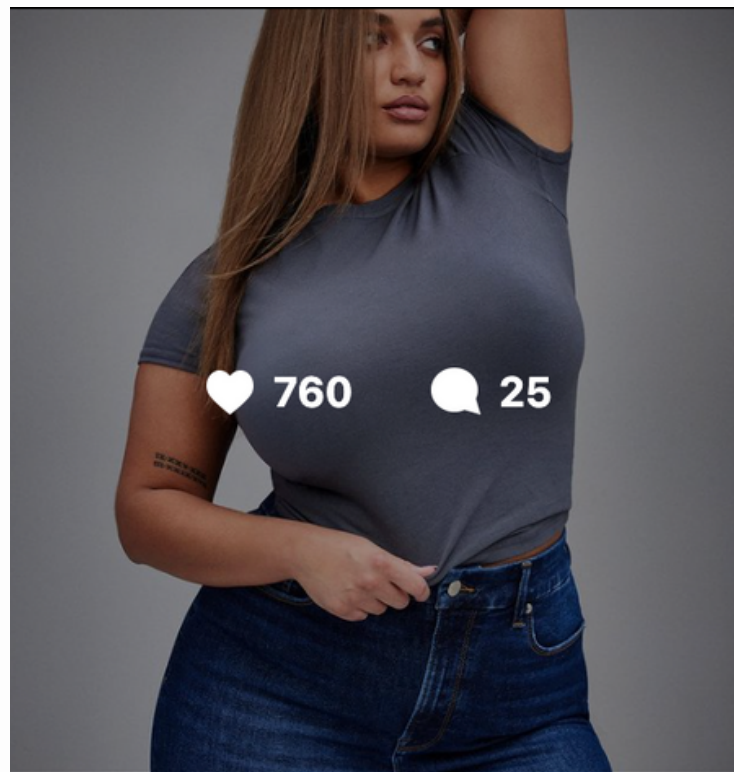


12,600 Likes, 133 Comments

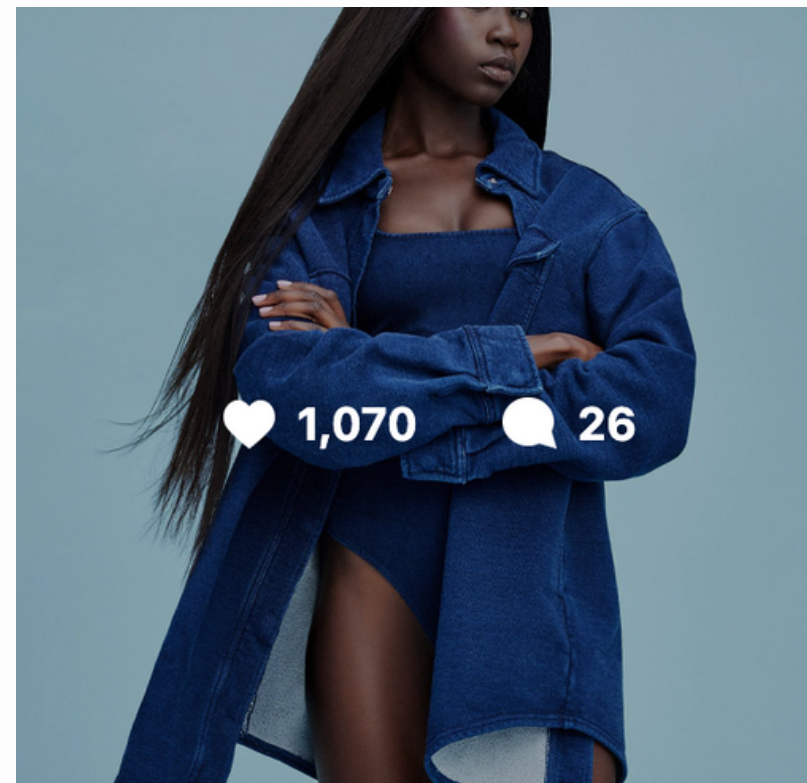


12,000 Likes, 231 Comments

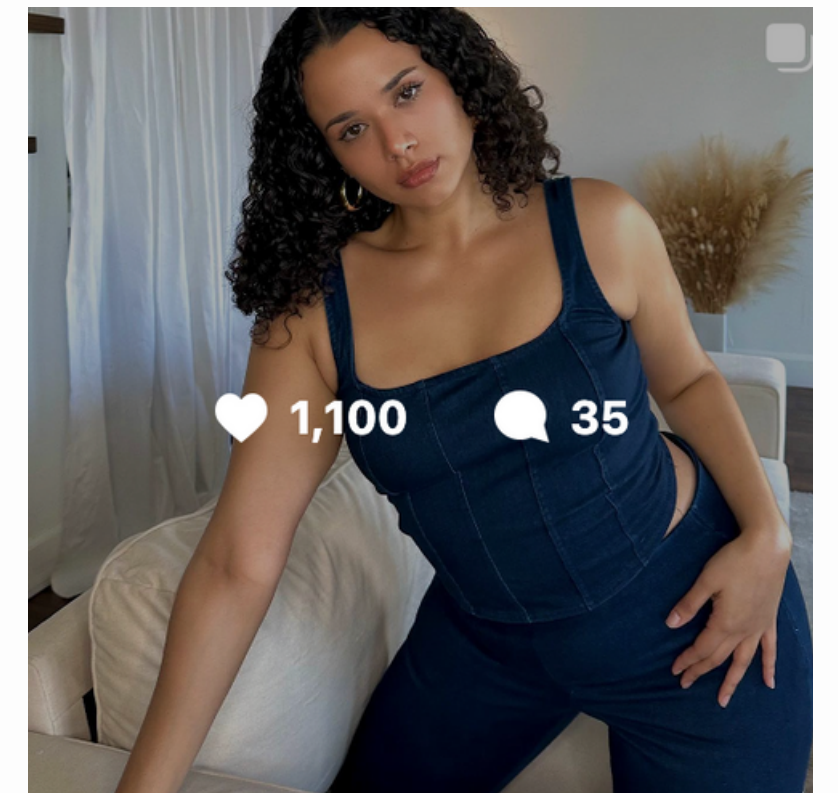
Lowest:



760 Likes, 25 Comments



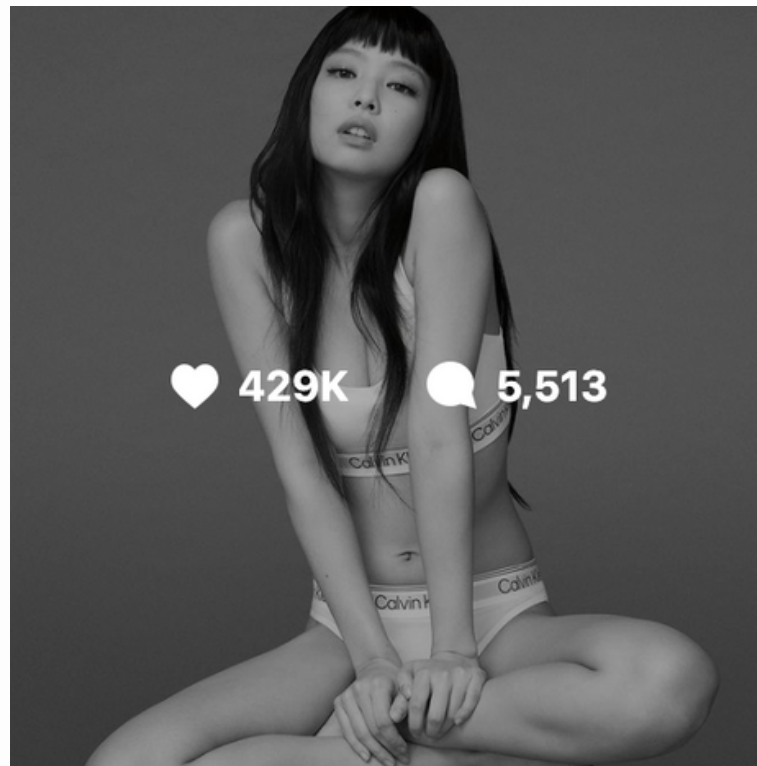
1,070 Likes, 26 Comments



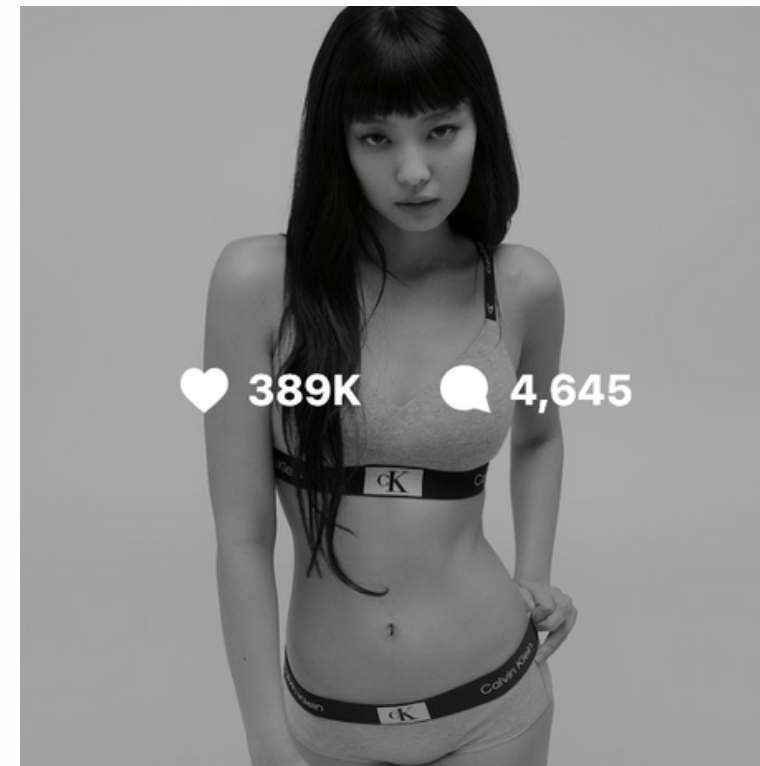
1,100 Likes, 35 Comments

MARKET RESEARCH CONTENT PERFORMANCE @CalvinKlein - IG

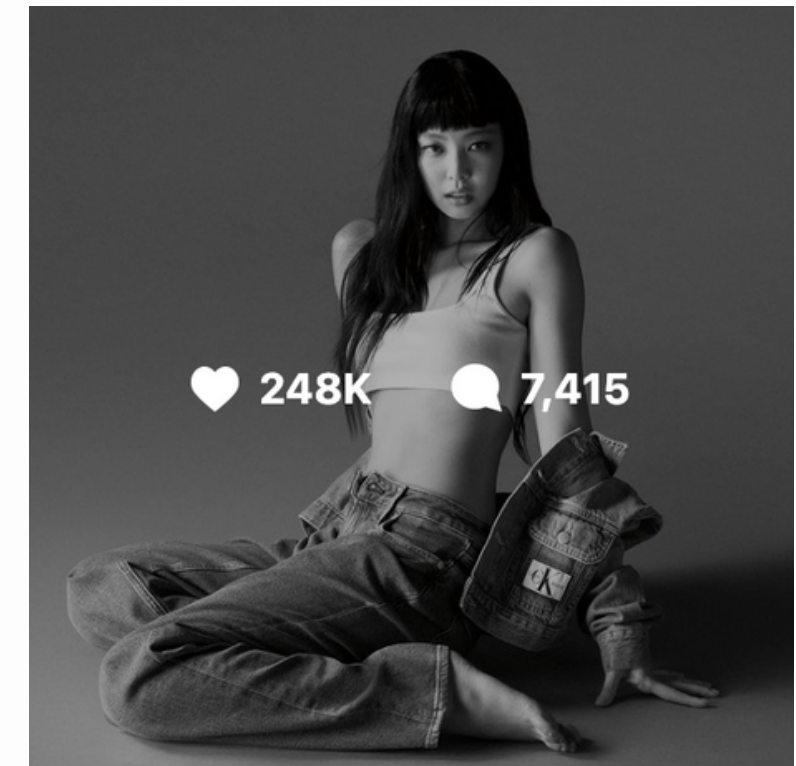
Highest:



429,000 Likes, 5,513 Comments

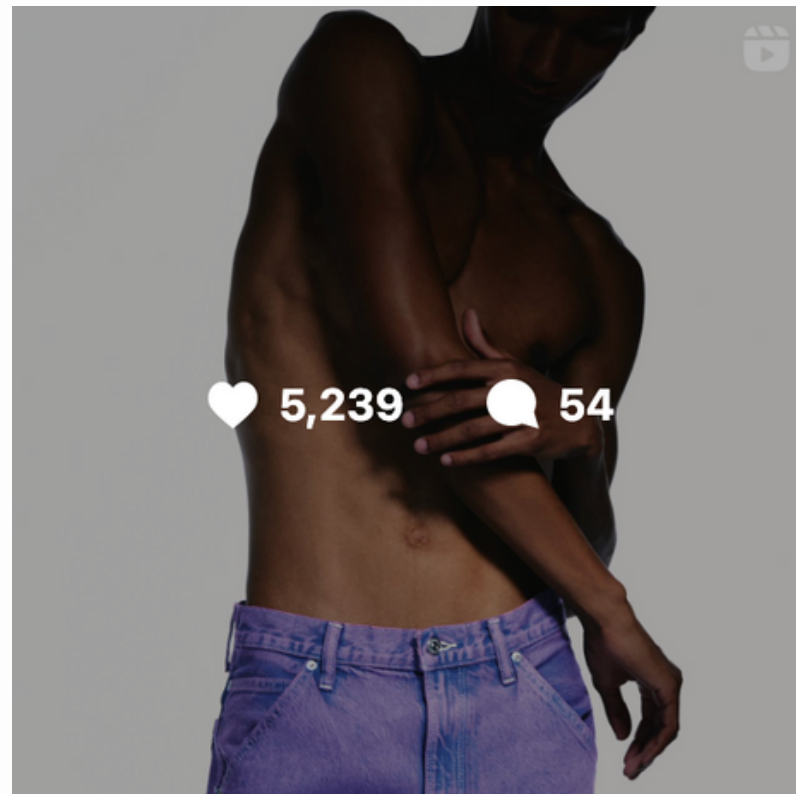


389,000 Likes, 124 Comments

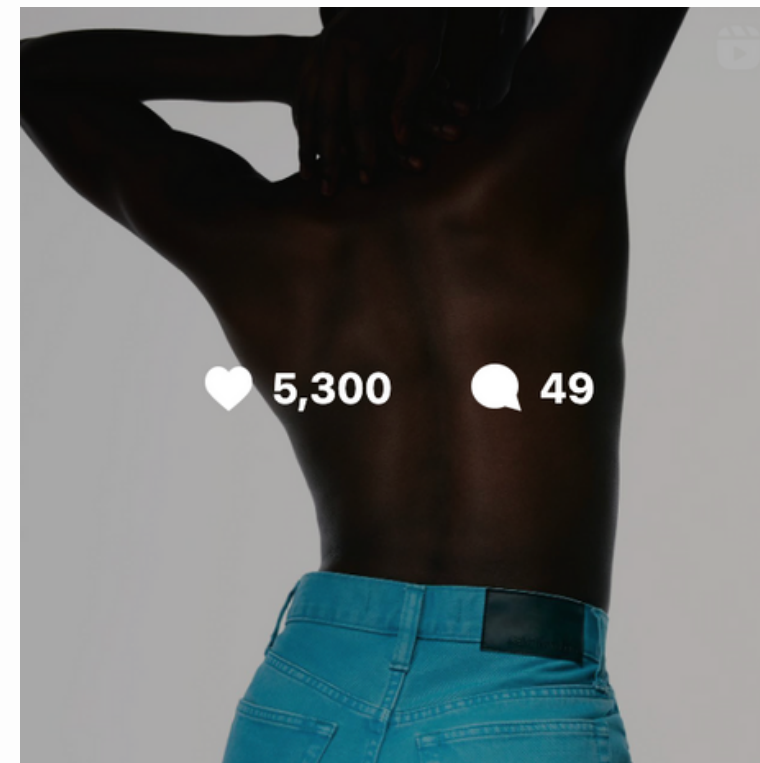


248,000 Likes, 7,415 Comments

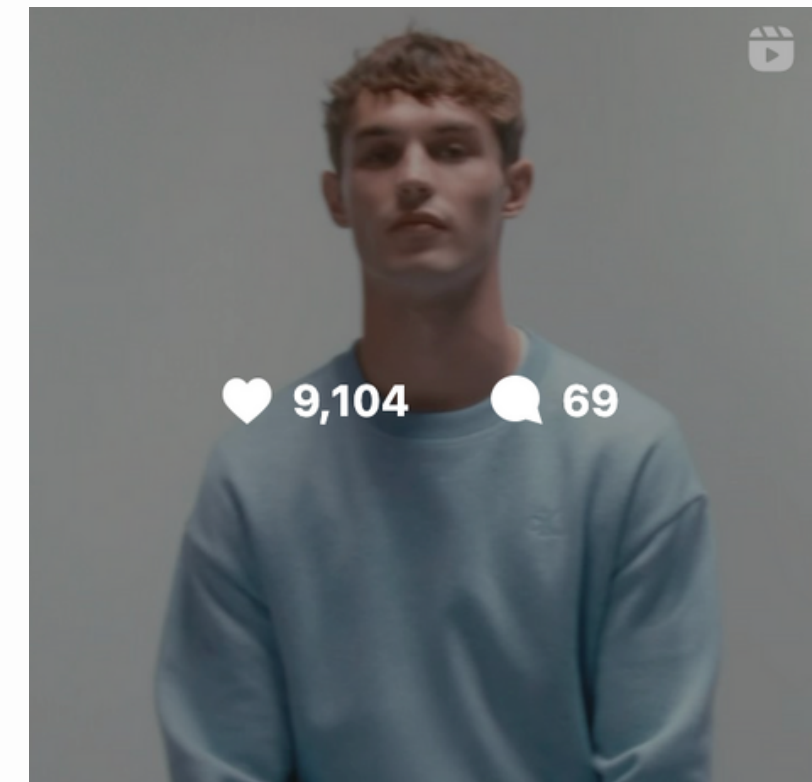
Lowest:



5,239 Likes, 54 Comments



5,300 Likes, 49 Comments



9,104 Likes, 69 Comments

MARKET RESEARCH CONTENT PERFORMANCE @LEVIS - TIK TOK

Highest:



19,500,000 Views



2,200,000 Views



597,300 Views

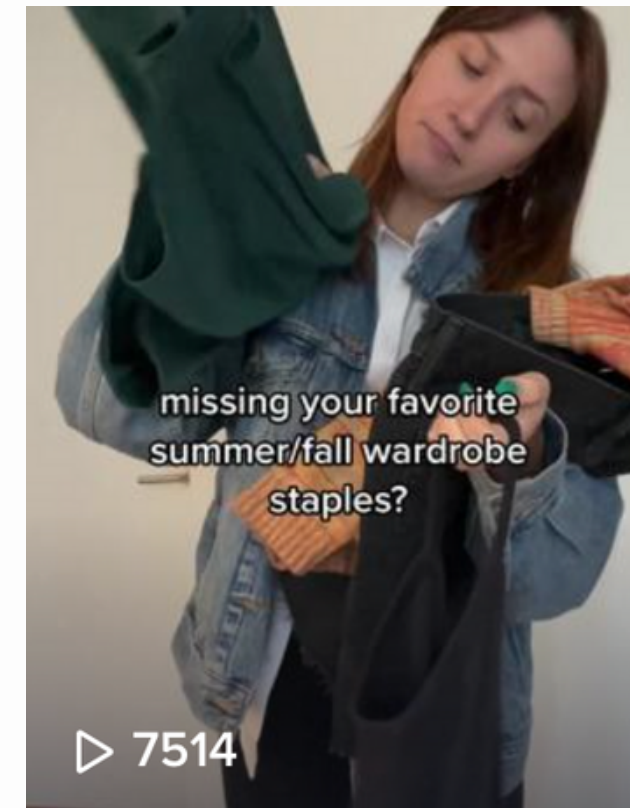
Lowest:



5,396 Views



5,775 Views



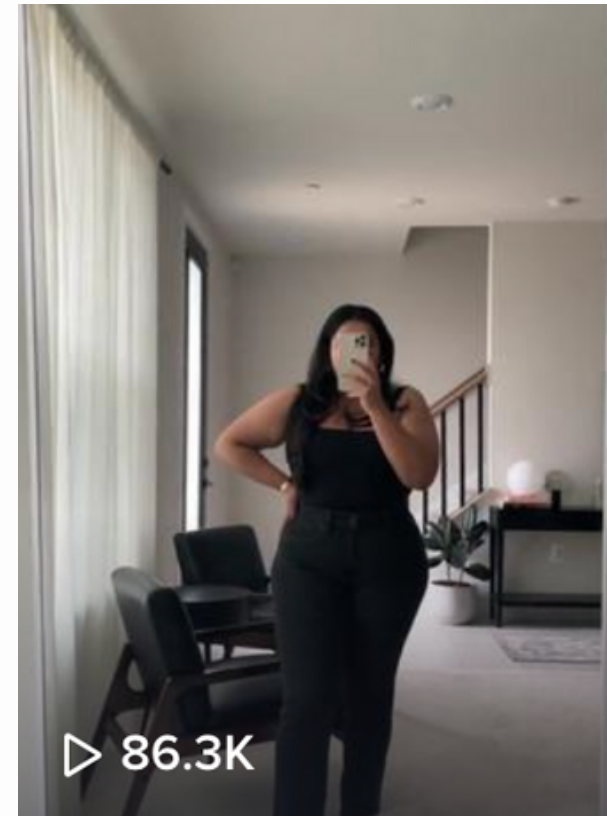
7,514 Views

MARKET RESEARCH CONTENT PERFORMANCE @GoodAmerican - TIK TOK

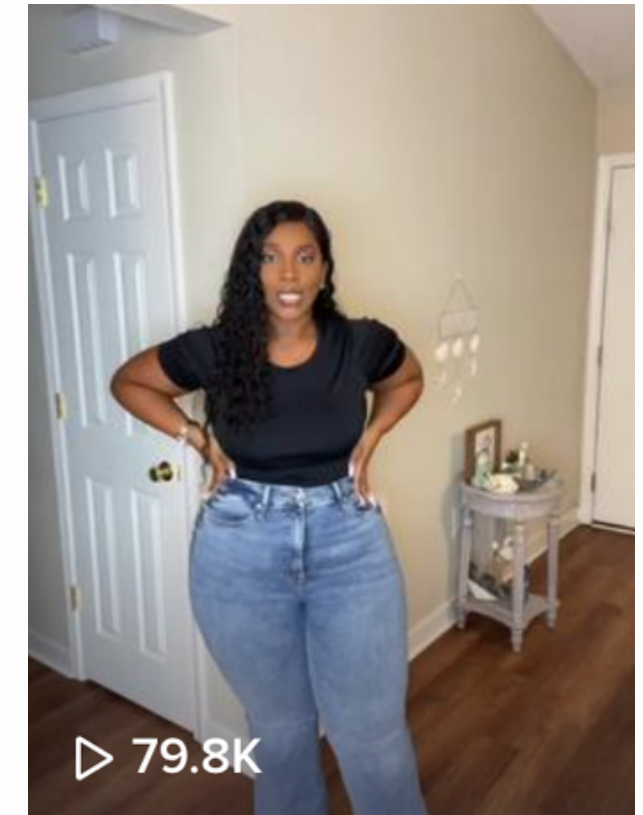
Highest:



445,700 Views



86,300 Views



79,800 Views

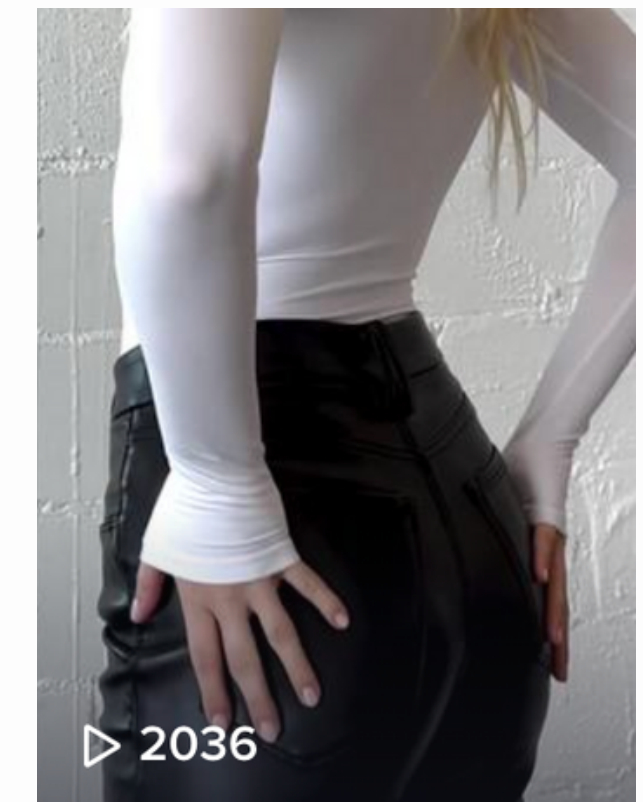
Lowest:



991 Views



1,944 Views



2,036 Views

MARKET RESEARCH CONTENT PERFORMANCE @CalvinKlein - TIK TOK

Highest:



6,900,000 Views



4,800,000 Views



459,300,000 Views

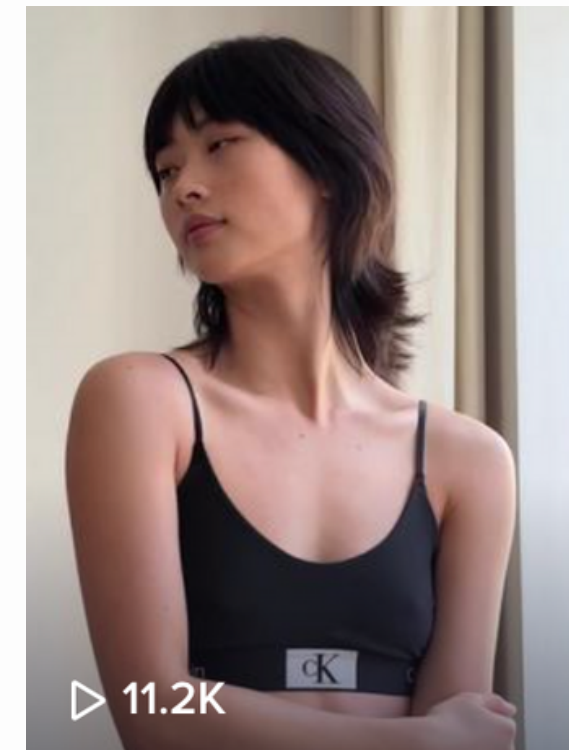
Lowest:



10,200 Views



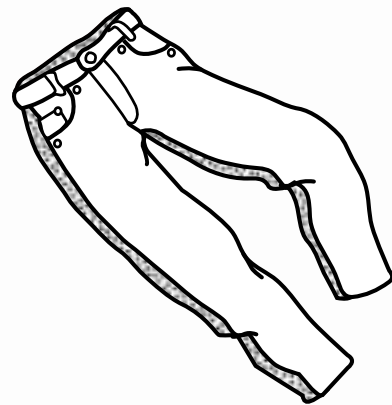
10,600 Views



11,200 Views

MARKET RESEARCH OBSERVATIONS

All of these accounts perform well by producing authentic UGC content, while also staying professional and true to the brand. Additionally, Levis uses individuality and uniqueness to promote products specifically on their Tik Tok where they display trending sounds while utilizing DIY (Do It Yourself) content where creators use their talents on the products. Moving forward, all accounts on all platforms should do a better job responding and engaging with their audience, where they lack in that department currently. In the future Good American and Calvin Klein should consider engaging with their consumers' individuality in the way Levis has. For the future of Levis, they should consider promoting more UGC content on their Instagram since their Tik Tok displays more uniqueness and performs well.



Thank you,

Caitlin Kurzman