



WATER<LESS

ADAPT PRODUCT & ENERGY & WATER




WHY

Levi Strauss manufactured less water intensive jeans and encouraged consumers to save water by challenging them to live a water conscious lifestyle.

HOW

- New water efficient production techniques enabled Levi Strauss to produce a new range of high quality Water<Less jeans.
- The Go Water<Less campaign in partnership with Water.org, challenged consumers via the brand's Facebook page on World Water Day.
- The interactive campaign incentivized people to “unlock” WaterCredits and support initiatives in water scarce countries.

BUSINESS VALUE

 REPUTATION	Brand awareness – The Go Water<Less challenge raised consumer brand awareness online.
 SALES	Growth – The Water<Less range sold faster than standard ranges.
 INNOVATION	Technology – New low water production techniques were developed to create the new range.

CONSUMER VALUE



EMOTIONAL

Research found that Levi Strauss consumers like to see themselves as changing the world. The Water<Less range taps into this belief and provides a way for consumers to fulfill it.

RESULTS

- More than 11,000 Go Water<Less challenges were completed on Levi Strauss' Facebook page on World Water Day. [Source](#)
- Levi Strauss jeans marketed as less water intensive sold faster than regular Levi's that were similarly priced. [Source](#)
- Water<Less jeans were introduced in 2011, when 1.5 million pairs were made. This year, Levi Strauss will send 29 million pairs of Water<Less jeans and other items to its stores. [Source](#)