

Levi's "Direct-to-Consumer" Video
Screenplay

PREFACE

The intent of this day-in-the-life video is to showcase how SAP can transform to support Levi's re-orientation to direct-to-consumer business: optimizing revenue, customer experience, circular economy and responsibility. This video will highlight SAP technology orchestrated with existing Levi innovations to deliver scalable, high performant disciplines focused on optimizing the customer experience.

SCENE 1

MOTHER & DAUGHTER

FADE IN:

INT. (DAY) SUNNY DAY IN SO CAL HOME. MARIA (MOM) SITTING ON THE LIVING ROOM SOFA HAVING HER AFTERNOON TEA AND REMINISCING AS SHE PAGES THROUGH AN OLD PHOTO ALBUM. ALYSSA, CURIOUS AS TO WHAT HER MOM IS DOING, SITS NEXT TO HER ON THE COUCH.

ALYSSA

Hey mom! Whatcha doin?

MARIA

Hey honey. I'm just looking at an old photo album

ALYSSA

What's a photo album!? (She says
jokingly)

MARIA

(Knowing it's a rhetorical question, she looks at her daughter, nudges her with her elbow while smiling and shaking her head. She continues to page through the album with Alyssa looking on)

ALYSSA

Wait are those 501s!? (She says,
intrigued)

MARIA

(Smiling) It is! I used to wear those all the time.

ALYSSA

You look great, Mom!

(As she is looking at the photo, Alyssa grabs her iPhone and starts taking video. MARIA looks at her, smiles and shakes her head. MARIA continues to page through the album)

ALYSSA

Are you doing Yoga?!

(As she is looking at the photo, she then turns to look at her Mom)

Wait til everyone sees this!

(She gets up from sofa and runs off)

MARIA

(As her daughter is running off, she reaches out her hand as if to stop her)

Where are you going with that?!

SCENE 2
THE POST!

CUT TO:

INT. (DAY) ALYSSA SITTING ON HER BEAN BAG IN HER BEDROOM.

ALYSSA

(Smiling broadly and typing; prepping the video to be posted
on TikTok)

****Pop-up****

"25 years ago! Look at my mom in her 50ls... and doing yoga!
Do I even know this woman?! #90s #Levis #yoga"

(As she hits the last key stroke to post the video, she looks up
with a grin)

CUT TO:

INT/EXT. (DAY) SPLIT SCREEN EFFECT SHOWCASING USER CONSUMPTION
OF TIKTOK VIDEO; VIEWING POSTS, LIKING, COMMENTS AND SHARING.

THE FRIENDS -

1. WALKING ON STREET
2. SITTING AT DESK.
3. SITTING IN CAR.
4. HANGING OUT AT A LOCAL PARK

EACH FRIEND WILL BE VIEWING POSTS ON MOBILE DEVICE AND
POSTING RESPONSES.

FRIEND 1 - SYDNEY

****Pop-ups****

1. (Mock typing) "likes" and comments on the Tiktok: "Ooh she's killing it! Love the Levi's!"
2. Dynamic Profiler (CDP)

FRIEND 2 - LEA

****Pop-ups****

1. (Mock typing) "likes" and comments on the Tiktok: "Omg why is your mom more flexible than me?! We gotta get back into yoga"
2. Dynamic Profiler (CDP)

FRIEND 3 - MOLLY

****Pop-ups****

1. (Mock typing) "likes" and shares to Instagram Story with this text: "Hahaha I love @alyssadingman's mom! And those jeans! *heart eyes emoji* Brb running to the Levi's store"
2. Dynamic Profiler (CDP)

FRIEND 4 - CARLI

****Pop-ups****

1. (Mock typing) "likes" and comments on the TikTok: "Your mom doing yoga haha I'm dying! We should all go to the Beyond Yoga mother-daughter weekend at CorePower!"
2. Dynamic Profiler (CDP)

CUT TO:

****Pop-up****

Carli finds Molly's Instagram story and shares it with her mom (Carolyn) through Instagram, who shares the video to Instagram/Facebook. Pop-ups show comments and likes accumulating (Crazy Rich Asians effect).

SCENE 3

PURCHASING (OMNI CHANNEL)

CUT BACK TO:

INT. (DAY) ALYSSA SITTING ON HER BEAN BAG IN HER ROOM (SCENE 1)

ALYSSA

(Sitting on the bean bag chair)

****Pop-ups****

1. Alyssa eagerly downloads the **Levi's Mobile/Stylist App**, signs up, and purchases a pair of 501s and a sweatshirt.
2. Dynamic Profiler (CDP).
3. She also visits **BeyondYoga.com**.
4. She is asked for permission to use her **Levi's profile**, and she accepts.
5. She then purchases Yoga Pants.
6. Dynamic Profiler (CDP).

CROSS CUT TO:

INT/EXT. (DAY) SPLIT SCREEN, ALYSSA (LEFT SIDE) AND MOLLY, LEA, SYDNEY AND CARLI SHOPPING (RIGHT SIDE)– MOLLY GETS A NOTIFICATION AND DECIDES TO GO INTO THE LEVI'S STORE.

MOLLY, LEA, CARLI, SYDNEY

(While walking on the promenade, shopping, Molly gets a geo push notification from Levi's)

**** Pop-up ****

"25% OFF AT LEVI'S" (Pop-up phrasing TBD)

CUT TO:

INT. GIRLS ARRIVING AT SANTA MONICA LEVI'S STORE, WALKING IN FROM PROMENADE.

LEVI'S SALES ASSOCIATE

(Greets the girls, having viewed their profile, with prepared styles for try-on)

**** Pop-up ****

3 girls' Levi's profiles.

MOLLY, LEA, CARLI

(Try on clothes - Details TBD)

MOLLY

(Through the Levi's Mobile/Stylist App, Molly makes the purchase leveraging her discount)

**** Pop-up ****

Levi's Mobile/Stylist App and respective screens.

CUT TO:

MARIA

(Donating clothes and selling the 501s from the picture)

****Pop-up****

Levi.com/Intelligent Returns donating and selling clothes respectively.

SCENE 4

PACKAGE ARRIVAL AND TRY-ON

INT. (DAY) HOME ENTRYWAY; FRONT DOOR. DRONE PACKAGE DELIVERY

AMAZON ALEXA

Alyssa, you have a package arriving at the front door! (C.G. VOICE)

ALYSSA

Alyssa opens door, smiles broadly as she grabs the package.

CUT TO:

INT. (DAY) ALYSSA'S BEDROOM. FULL LENGTH MIRROR.

ALYSSA

(Full screen, admiring herself in the mirror wearing her new 501's. She then tries on the sweatshirt, but it's a bit too big. Then split screen, shift left; image of Alyssa on right doing the following:

**** Pop-ups ****

1. Through the Levi's Mobile/Stylist App, she initiates a return for the sweatshirt (sleeves were too long).
2. Offered 10% discount to complete survey.
3. **Uploads Photo(s)** of her wearing her 501s to **Levi.com**) She able is to see her photo right away.

SCENE 5

REAL-TIME SENTIMENT, MARKETING AND PLANNING

INT. (DAY) LEVI CORPORATE OFFICES. HALLWAY AND PRIVATE OFFICE

LEVI MARKETING MANAGER

(Walking down the hallway, he gets an alert: an uptick in activity)

****Pop-up****

Mobile notification of an increase of activity on 501s.

CUT TO:

(Sitting at his desk he pulls up his analytical dashboard)

****Pop-up****

1. Sees the uptick in sentiment traffic for Women's jeans specifically, 501's.
2. Real-time sales visibility; Sales have increased in LA, SF, SD, Sea, Beverly Hills, Laguna, Beach and Santa Monica. He drills down to **store level** activity.
3. The data shows increased sales at Beyondyoga.com
4. Collective traffic is coming from two segments: Women -Gen X and Gen Z.
5. Looking at **survey** data for these segments. It tells him that customers are:
 - a. Happy with their overall shopping experience
 - b. Quality and Style of product
 - c. Recommend to friend
 - d. Looking for health and well being events; retreats and camps

Based on the results above, he looks for additional ways to monetize the activity:

****Pop-up****

1. System recommends/generates a campaign targeted to the two segments:
 - a. Commemorative 501 t-shirts
 - b. More Mother and Daughter yoga camps sponsored by Beyondyoga
 - c. Donation campaign, Gen X, promoting circular economy
 - i. Donation
 - ii. Re-sell
 - d. System **identifies two influencers for Levi's 501 and Yoga to support the new campaign)**

(Thrilled at what he has seen, he sends a text message to a colleague, a Merchandising Analyst)

****Pop-up****

(Mock typing) "have you seen the activity on 501's?"

CUT TO:

INT. (DAY) LEVIS CORPORATE OFFICE. OFFICE DESK

MERCHANDISING ANALYST

****Pop-up****

(Mock typing) "I'm looking at it now"

(Analyst is looking at dashboard. She is focused on the following pop-up items.)

****Pop-ups****

1. Levi's - Demand planning for 2022 (prediction is for 14% and 16% growth in 501's for Gen X and Z respectively
2. TBD
3. TBD

SCENE 6

PREP FOR EARNINGS CALL

INT. (DAY) LEVIS CORPORATE. CHIP'S OFFICE. DIBO DASHBOARD.

CHIP AND HARMIT

(Standing/sitting side by side, both looking at Digital Boardroom (DiBO)).

****Pop-up****

Analytical Dashboard for Executives

1. TBD
2. TBD
3. TBD
4. TBD

(Looking at the Dashboard Chip and Harmit react to each area of the real-time analytic(s) ... smiling broadly)

HARMIT

(Looks over to Chip)

We're ready.

CHIP

(Nodding his head) Yes we are.

SCENE 7

MOTHER AND DAUGHTER OUTING

INT. (Day) - HOME ENTRY WAY. IN A HURRY TO LEAVE; BEAT TRAFFIC

MARIA

Let's go! Carli and Carolyn are here!

Alyssa

(running towards the door, catching her breath)

Yoga camp... Who would've thought! We should look at old photo
albums more often.

(MARIA smiles, and both rush out the door to Carolyn's car.
Carli gets out of the passenger seat so MARIA can sit there,
Alyssa and Carli sit in the back)

Car drives off (drone shot).

Fade.

The End.