

## 203 -- Intro to Advertising

### Introduction to the Advertising Process – Researching the Client Report

Due: Monday, March 14 at 10:58 a.m. --- Upload to Canvas -- TurnItIn enabled

Canvas Support: See assignment page in Canvas for links to required resources.

Congratulations! You are now beginning “the advertising process”!



Your client: Levi's SecondHand

#### Step 1: Know the Client & Product:

Begin by researching the industry, the client and the products/services it offers.

} This assignment.

#### Step 2: Know the Target:

Understand your chosen target.

} Next assignment.

In your assignment, you'll report on the industry, the company and its products. You will need to use the resources listed in our Canvas course, each of which must be properly cited within your paper, using a proper bibliography. (Use your library's Citing Sources guidelines.)

After you finish Steps 1 and 2, we'll begin **Step 3: Choose the appropriate media to reach your target.**

You must use all of the following headers and subheaders on your paper: That means every item that is in bold should appear as a headline category or sub-category in your paper, presented in the same order as below.

**Levi's SecondHand Client Report** (*This is your paper's headline*)

#### **Secondhand / Resale Industry**

*Explain what's happening in this part of the fashion industry. This section will be long because there are multiple angles. Do not go into detail about target needs and wants here. Read and use the Forbes, Adweek and ThredUp sources.*

#### **Levi's SecondHand Company Profile**

**Levi Strauss Overview** – Briefly explain the company, its history, what it sells, and how it addresses sustainability.

**Levi's SecondHand Overview** – Explain what Levi's SecondHand is and its purpose: What do they do? How and why do they do it? (Don't include specific information about product, price or place in this section.)

**Products and Services** – Cover the Levi's SecondHand line of products: What is sold? What isn't sold? Go into detail about how Levi's receives products, providing details about exactly how the program works, especially from a consumer's point of view. (Be sure to read through several FAQs about how this works.)

**Price** – Provide meaningful price details that cover a range of products. Compare with prices for new items.

**Place** – Provide an overview of all places online and in person where consumers can either buy Levi's SecondHand products or trade in used Levi's products. Be sure to count how many Levi's stores there are in the United States and where stores tend to be clustered – which cities, states and areas tend to have multiple stores?