

AMERICAN EAGLE × BERA.ai

How
“Great Jeans”
hit the mark
with Gen Z

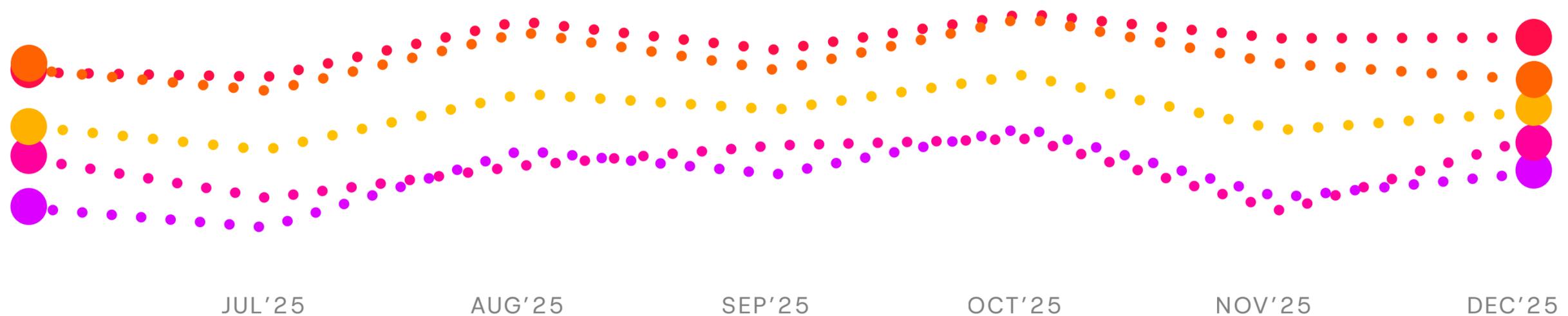
In July 2025, American Eagle released its ad “Sydney Sweeney Has Great Jeans.” It was met with a wide range of reactions online, from people seeing it as a straightforward product-focused denim spot to others criticizing its messaging and tone following controversy.

WHAT DOES THE DATA SAY? It shows that just after the ad campaign, American Eagle experienced big shifts in its brand equity across the total population, especially females. While Millennials and Gen X reacted poorly, American Eagle saw one of the greatest lifts in brand equity with Gen Z that we have ever seen in our 13 years of tracking brands.

Meanwhile, AEO Inc. reported a third-quarter increase in comparable sales of roughly 4% and raised its fourth-quarter outlook. **COINCIDENCE?** No, brand equity is a big driver of business performance and the ad was a material driver of brand equity with the company’s most important target market, Gen Z.

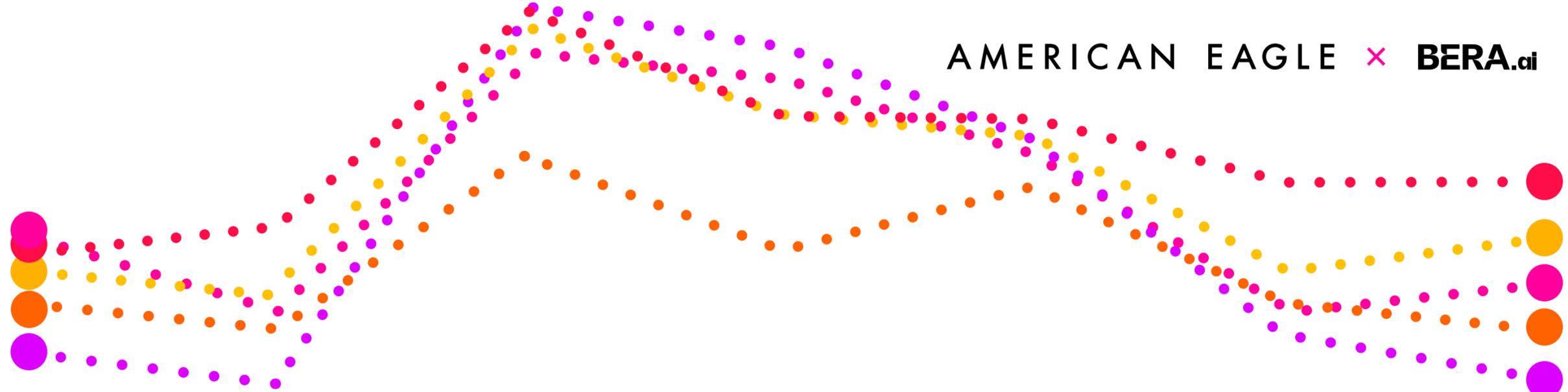
BUT IS THE BUSINESS AND BRAND GAIN SUSTAINABLE? The Gen Z equity pop has since reversed itself and time will tell what impact that has on sales. This reinforces the reality that brand equity is a fast-moving asset which needs consistent investment to support consistent business performance.

American Eagle saw its biggest brand equity gain right after the release of the ad campaign, and has held fairly steady since then. Uniqueness saw the biggest improvement compared with the other metrics.



Total Population

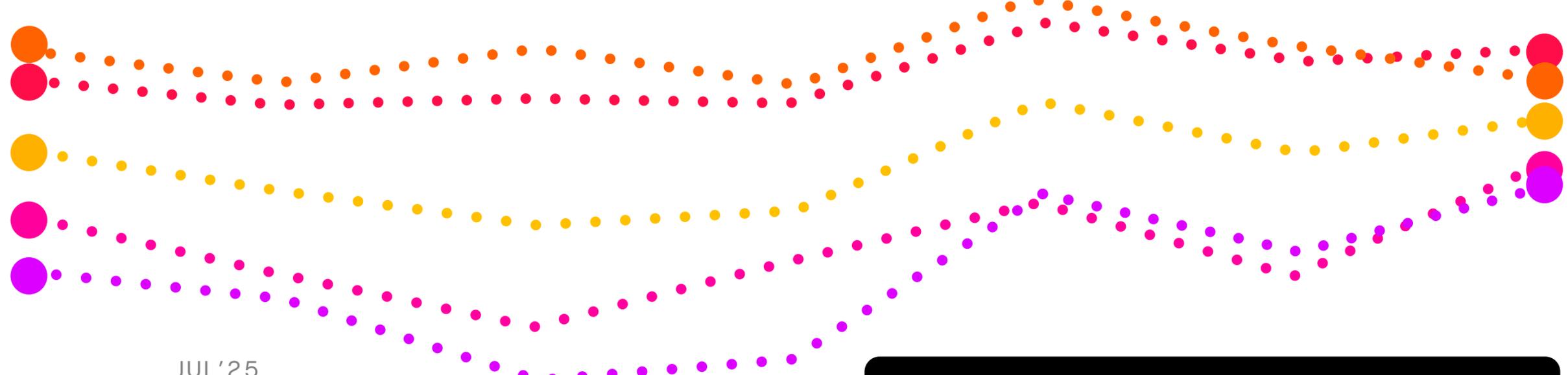
Name	Jun'25	Dec'25	Change	Sample
■ BERA Score	58.72	60.69	1.97	5.23k
■ Familiarity	62.23	61.52	-0.71	5.23k
■ Regard	62.18	65.89	3.71	5.23k
■ Meaningfulness	56.44	57.17	0.73	5.23k
■ Uniqueness	50.37	54.93	4.56	5.23k



OCT'25 NOV'25 DEC'25

Males saw huge increases in all brand equity metrics following the release of the campaign, but their perceptions have since returned to pre-campaign levels.

Males				
Name	Jun'25	Dec'25	Change	Sample
BERA Score	59.97	60.41	0.44	2.47k
Familiarity	58.76	58.62	-0.14	2.47k
Regard	60.85	65.28	4.43	2.47k
Meaningfulness	62.06	59.52	-2.54	2.47k
Uniqueness	56.24	55.19	-1.05	2.47k



JUL'25

Females, while having a mixed response to the launch of the ad, improved their perceptions in almost every category by the end of the year. Uniqueness dropped significantly after the campaign, but saw the biggest improvement by the end of the year.

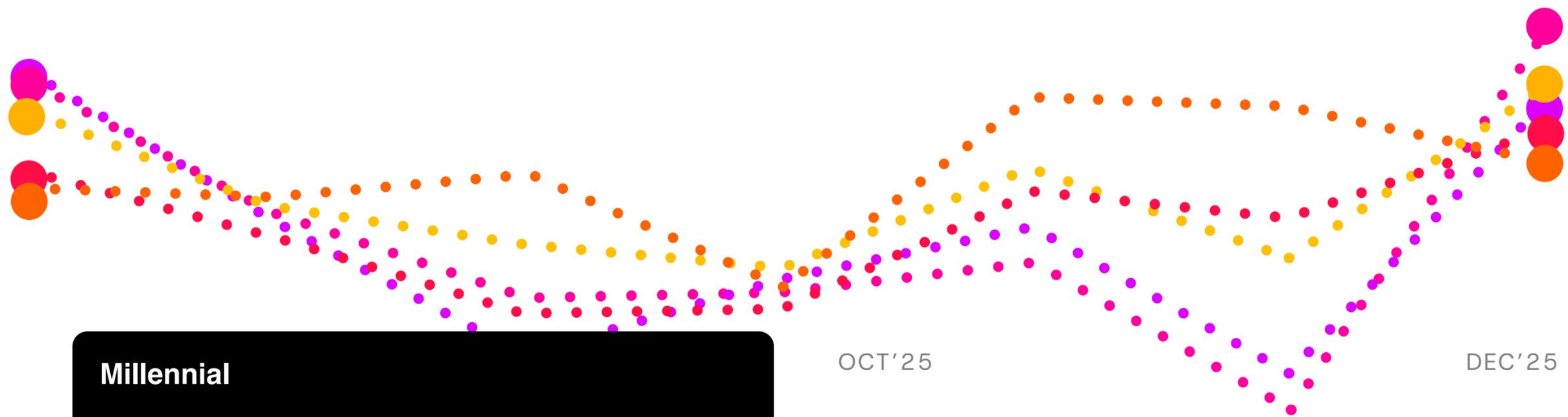
Females				
Name	Jun'25	Dec'25	Change	Sample
BERA Score	57.1	60.76	3.66	2.75k
Familiarity	65.74	64.22	-1.52	2.75k
Regard	63.45	66.25	2.8	2.75k
Meaningfulness	50.45	54.75	4.3	2.75k
Uniqueness	43.56	54.34	10.78	2.75k

Every brand equity metric increased amongst Gen Z, American Eagle's target audience (15-25 year olds). Uniqueness again saw the most growth, increasing by almost 32 points.



Gen Z

Name	Jun'25	Dec'25	Change	Sample
 BERA Score	58.95	71.8	12.85	1.02k
 Familiarity	61.45	65.92	4.46	1.02k
 Regard	57.42	68.92	11.49	1.02k
 Meaningfulness	67.05	73.53	6.48	1.02k
 Uniqueness	43.82	75.41	31.6	1.02k

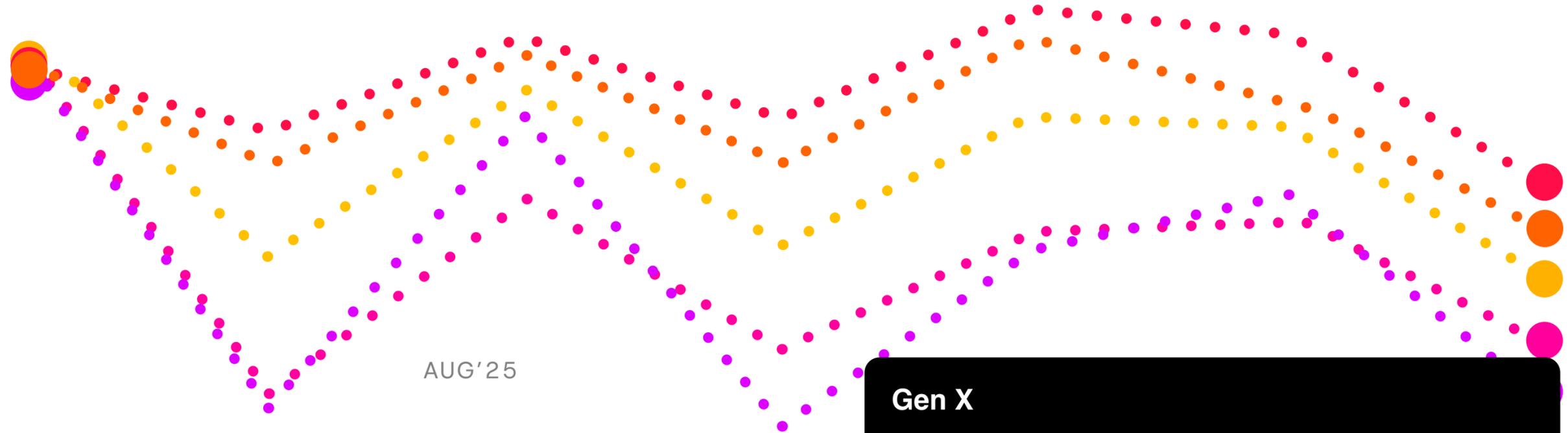


OCT'25

DEC'25

Millennial perceptions did not see any significant change and was the only age group that had a mixed reaction following the ad campaign.

Millennial				
Name	Jun'25	Dec'25	Change	Sample
BERA Score	83.06	84.52	1.46	1.32k
Familiarity	79.56	80.98	1.41	1.32k
Regard	80.01	82.33	2.32	1.32k
Meaningfulness	84.25	87.13	2.88	1.32k
Uniqueness	84.81	84.02	-0.79	1.32k



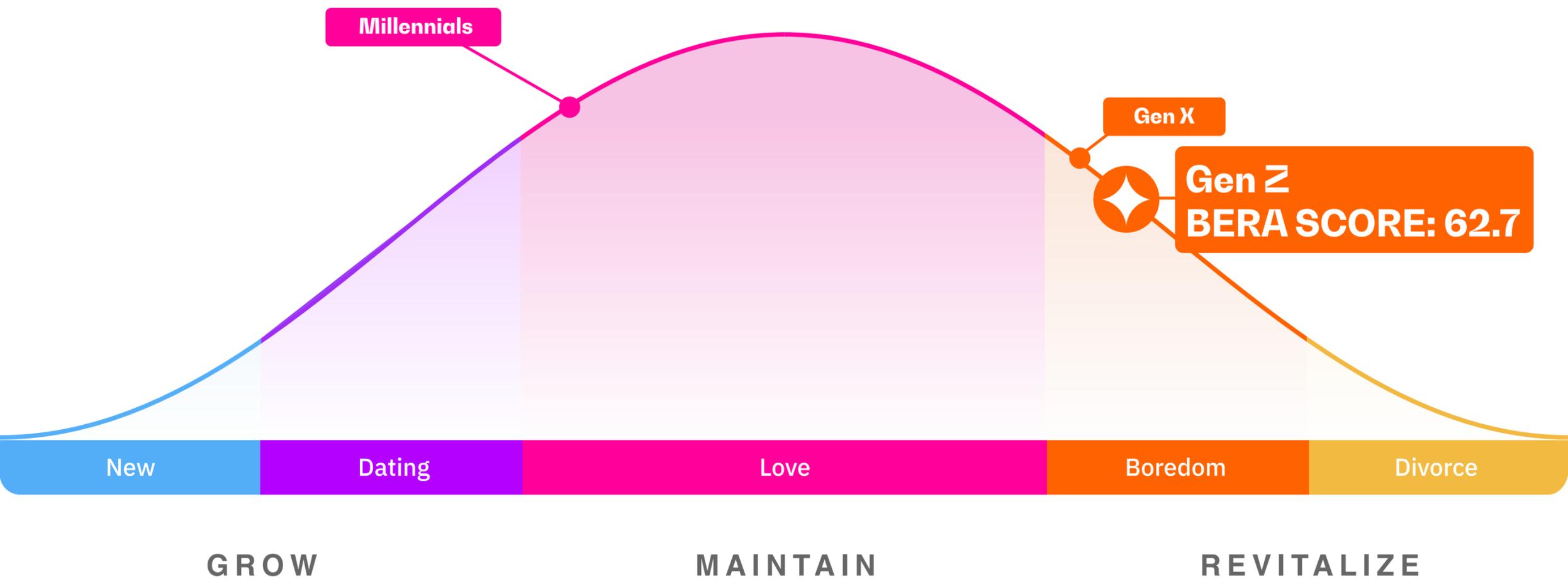
AUG'25

Gen X, while seeing a very large lift in August, saw drops across every brand equity metric by the end of the 2025.

Gen X				
Name	Jun'25	Dec'25	Change	Sample
BERA Score	68.49	55.16	-13.33	1.52k
Familiarity	66.5	57.97	-8.52	1.52k
Regard	68.13	60.81	-7.32	1.52k
Meaningfulness	68.32	51.08	-17.24	1.52k
Uniqueness	68.1	48.06	-20.04	1.52k

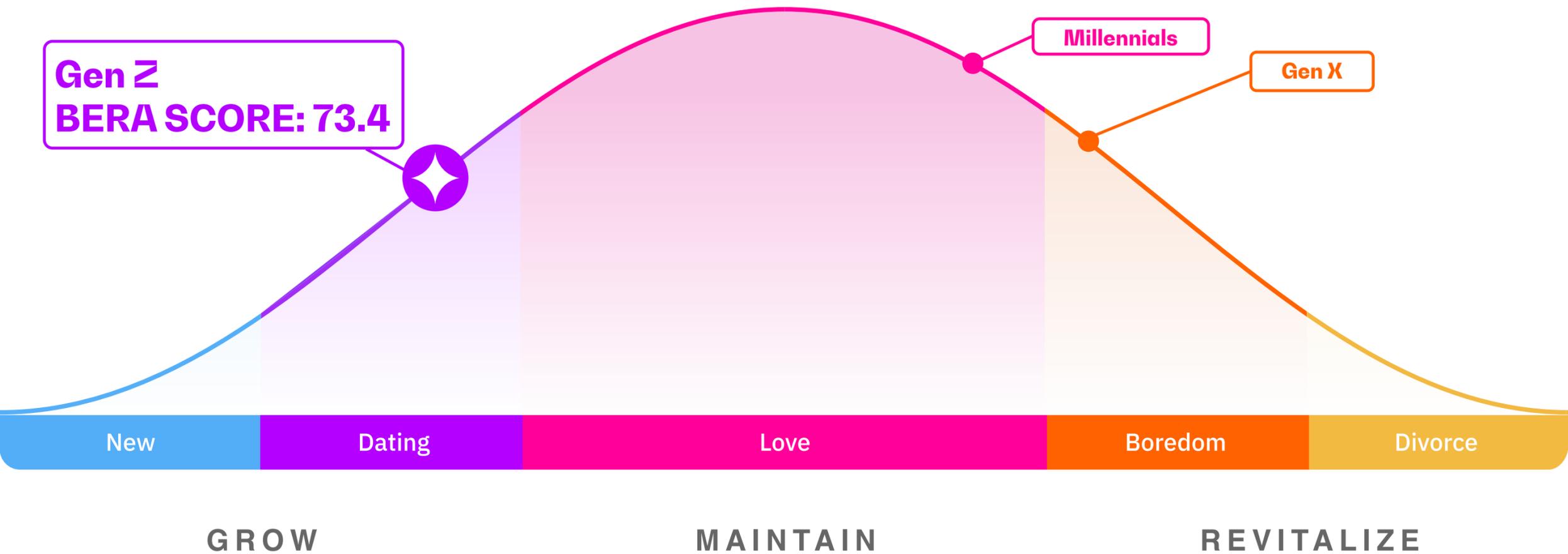
Before the launch of the Sydney Sweeney ad, Gen Z was in the Boredom stage on the brand relationship curve, while Millennials were on the upwards slope of the Love Curve.

Q2 Brand Equity Rankings PRE-"GREAT JEANS" CAMPAIGN

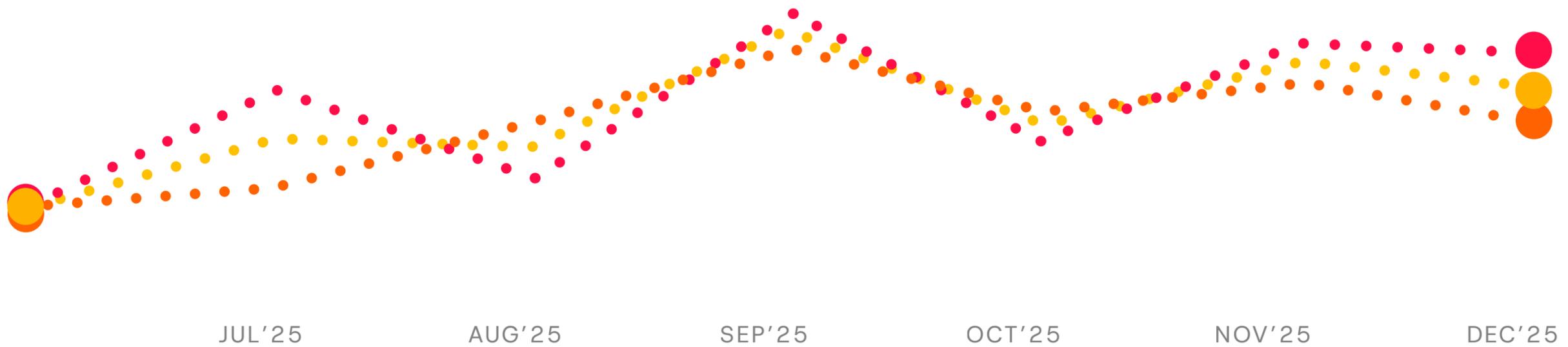


These positions switched in Q3, possibly driven by the campaign.

Q3 Brand Equity Rankings POST-"GREAT JEANS" CAMPAIGN



The data tells a positive story for American Eagle with regards to its target audience, Gen Z, which aligns with its improved financial outlook. Following the ad campaign, the brand's Tomorrow score - an indication of the strength of a brand's potential - improved by almost 17 points.



Gen Z

Name	Jun'25	Dec'25	Change	Sample
■ BERA Score	58.95	71.8	12.85	1.02k
■ Today	59.05	67.76	8.71	1.02k
■ Tomorrow	58.84	75.62	16.78	1.02k

Want to get the full story?

Find out what kind of impact American Eagle's "Sydney Sweeney's Got Great Jeans" ad had across different audiences.

[READ THE FULL ARTICLE](#)