



RALPH LAUREN

Campaign Title: Birds of a Feather, Thread Together

Tagline: By Billie. Made to last forever. Exclusively at RalphLauren.com.

Goal

Launch an online capsule clothing collaboration with Billie Eilish that not only reinforces Ralph Lauren's commitment to environmental responsibility but also resonates with and expands the brand's reach among broader audiences, especially Gen Z.

Why Ralph Lauren x Billie

Ralph Lauren has made headlines since its beginning in 1967. The various wardrobe pieces have become a worldwide phenomenon and caused the company to become an industry leader in fashion. One of the company's greatest strengths lies in its marketing strategy, particularly its collaborations with celebrities. Countless stars have walked the red carpet in Ralph Lauren designs and have publicly expressed their admiration for the brand.

However, despite its many strengths, the company faces challenges. Most notably, it has limited appeal to younger audiences like Gen Z. This demographic remains one of Ralph Lauren's weakest consumer groups. Considering this, a strategic campaign featuring Billie Eilish would be a great success. Not only would it offer a high-profile celebrity endorsement, but it would also be a direct connection to Gen Z, her core fan base. The collaboration would spark interest, attract younger consumers, and infuse Ralph Lauren's timeless aesthetic with a modern edge.

Target Audiences + Core Messaging

- 1. Gen Z:** Gen Z is one of the largest and tech-savviest audiences of the present time. There's no doubt that they hold strong power when it comes to consumerism and spreading brand awareness on social media networks. Time and time again, they have been capable of uplifting brands to success or sinking them to failure.
 - **Core Messaging:** A focus on authenticity, sustainability, and self-expression.
- 2. Billie Eilish Fans:** Billie Eilish is one of the most famous pop stars in the world. Her widespread fandom is loyal, dedicated, and in full support of all her endeavors. They spread promotion for all projects Billie releases, and this is especially seen on social media. This is a group of people who adore Billie and will continue to be a strong support system for her.
 - **Core Messaging:** A focus on the celebrity collaboration with an emphasis that Billie modeled the clothing in her music video.
- 3. Sustainable Shoppers:** These are consumers who purchase products that are made sustainably and from brands that have strong environmental initiatives. They are environmentally conscious, will not purchase from fast fashion companies, and advocate for a greener world. This is an audience that cares about how, where, and with what fabrics their products were made.
 - **Core Messaging:** A focus on the environmental initiatives and how the collection is made with sustainable fabrics.
- 4. Fashion Lovers:** This audience is full of individuals with their own styles, tastes, and preferences when it comes to clothing. They are not afraid to experiment with designs, colors, and accessories. They tend to embrace uniqueness and individuality. Additionally, they have a diverse pallet when it comes to purchasing clothing from brands.
 - **Core Messaging:** A focus on the unique fashion pieces in the collection and how they resemble Billie's bold fashion sense.

Advertisement Appearances

1. Ads Via Social Media Sponsored Posts (Instagram, TikTok, X, Facebook)

- Video advertisements featuring Billie wearing the collection and modeling different poses with *"Birds of a Feather"* playing in the background will be shot and posted on Instagram and TikTok. There will be four videos, where the first will be posted one month ahead of the collection's release, the second will be posted two weeks before, the third will be posted five days before, and the final video will be posted one day before the launch date. The videos will be shown to targeted users according to the platform's algorithm.
- Sponsored photo posts of Billie modeling the collection will be shared across all social media platforms (Instagram, TikTok, X, Facebook), featuring a caption that highlights key details such as the collection name, tagline, and launch date.

2. Ads Via Print And Online Edition Magazines

- Feature articles and advertisement pages will be available in both print and digital formats, allowing fashion enthusiasts and Billie Eilish fans to engage with the collaboration. Key outlets targeted for this campaign include Vogue, Teen Vogue, Harper's Bazaar, Vanity Fair, Nylon, and Marie Claire.

3. OOH Ads (Billboards, Bus Shelters, Train Platforms)

- Billboards regarding the campaign will be placed in high-traffic and heavy commuter areas such as NYC, Los Angeles, San Francisco, Chicago, and Washington D.C. They will be posted off the freeway, near buildings of busy streets, on bus shelters, and by train entrances, exits, and platforms. These high-visibility areas will inevitably catch the eyes of audiences walking or driving by and help spread awareness of the campaign.