**CREATIVE BRIEF - RALPH LAUREN**

**PREPARED BY:** Karel Tinkler

**DATE:** March 26th, 2025

**CLIENT:** Ralph Lauren

**DESCRIPTION:** To develop a multimedia advertising campaign to launch Ralph Lauren’s collaboration with Billie Eilish and the “Birds of a Feather” capsule collection.

**TAGLINE:** ModernFemininity ‘Til The Day That I Die

* **Who is our target audience?**

The target audience for this ad is independent working women, predominantly in the creative industry, ages 28 to 35 years old. Our target audience is career driven and successful, which results in a consistent disposable income to spend on experiences and clothes. These women are more concerned about finding the next best hole in the wall restaurant in the city, than settling down in the suburbs with a family. While these women are business first, they enjoy spontaneity and being free spirits on the weekends. Often, these traits transcend into their fashion choices, finding joy in constantly evolving their style as they evolve too. These women are located in major cities across the United States and Europe, including Los Angeles, New York, Amsterdam, and Stockholm.

* **Where will this ad appear?**

The ad will be placed on a variety of out-of-home billboards, print, and Instagram. To stay consistent with Ralph Lauren’s brand identity and storytelling, the ads will prioritize editorial visuals on print and online. The ad will appear in major cities across United States and Europe that play a role within shaping culture, whether that be in sports, fashion, or film.

* **What is the goal?**

The goal of this campaign is to broaden Ralph Lauren’s placement within the fashion industry. Ralph Lauren has consistently been a “heritage” brand known for timeless and sophisticated pieces. Through this campaign, Ralph Lauren will be able to target a new demographic of fashion-forward consumers who value experimentation and representation within their clothing. Additionally, these ads will increase awareness of the “Birds of Feather” capsule in hopes of increasing sales across the line.

* **Why do we need this ad?**

This ad will be the first of its kind within the Ralph Lauren portfolio to highlight the creativity of collaborations with renowned artists and challenge the status quo of gender norms within fashion. The ads will help to visually alter the stereotype of Ralph Lauren being a “traditional” and “old money” brand. By using Billie Eilish’s name and image within the ads, Ralph Lauren will be able to gain cultural relevance with Billie Eilish fans and followers alike. Furthermore, by associating the ads to Billie Eilish’s personal brand, known for authenticity and edginess, Ralph Lauren has the ability to expand their brand narrative to a younger audience.