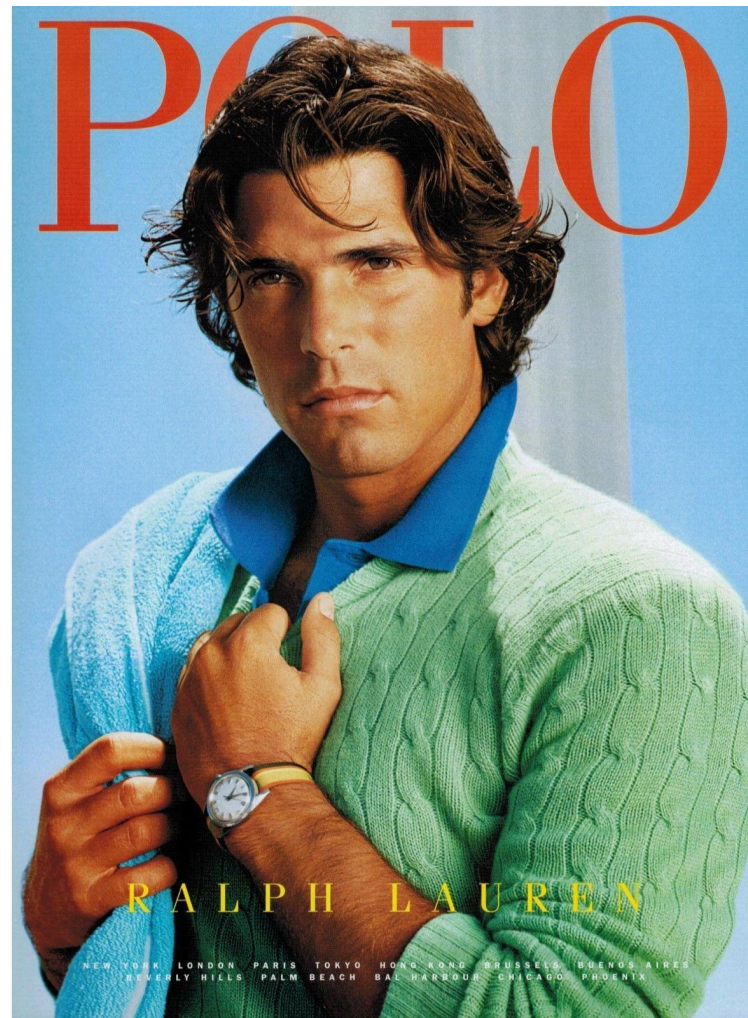
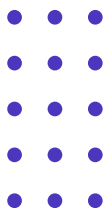


**POLO**  
RALPH LAUREN



Fernando Briones  
ADV 456-001





# Current Work

1. Like the previous projects, Polo Ralph Lauren focuses a lot more on the lifestyle associated with their brand, living life as a member of the high society always.
2. Even though Polo Ralph Lauren includes men's sportswear, women's tailorwear and fragrances, all of the video ads are styled the same and showcase the same message

# Current Work pt. 2

- The first example I will show is a commercial shot for the Spring 2020 catalog
- The art direction in this is absolutely impeccable
- The presentation is designed in a manner that lures the viewer in and forgets he/she is watching a commercial
- The content of the video is filled with passion and adventure, and implies that Polo Ralph Lauren is a segway to this life



# Current Work pt. 3

- This commercial calls a little more attention on the new clothing line but still does not give any detailed close ups on the product
- The goal is to reflect the youthfulness in the models onto whoever is watching
  - Using young models directly sells to a younger demographic
  - Simultaneously, using younger models suggests that an older consumer will feel youthful and energetic in Polo RL



# Current Work pt. 4

- The last example I'll sample from is video ad from 2 seasons ago. The mission is to bring attention the beliefs of Polo RL and showcase them in a way that people are eager to associate themselves with the Polo name.
- Current issues of inequality are indirectly addressed which seems more natural and perhaps more effective



# Campaign Objectives

01

## ***Exclusivity***

There are so many fashion brands on the market right now that portray themselves as elite. Creating content that encourages our target audience to stand out rather than fit in will associate our name with exclusivity.



## ***Lifetime of refinement***

With fast fashion being more prevalent than ever, we want to communicate a message of being durable, both as a fabric and in the lifestyle we accompany.

02

# Campaign Objectives pt 2

01

## *Sales*

Goal is to increase sales in each department of Polo RL by no less than 12% by the end of the quarter that follows this digital video campaign



## *Loyalty*

Convert first time consumers into lifetime aficionados. Monitor loyalty to the label by tracking user's personnel for the following 3 checkout outs (hopefully within a year).

02





# Video Number One



## Target Audience

- 22-26 years old
- 60/40 split targeting women & men, respectively

## Main Idea

- This video has the viewpoint of 'looking forward' to the life ahead and its many exciting moments
- 
- 

## Storyline

Several shoot locations (urban inside/outside, rural inside/outside). Video starts in B&W with overhead shot of city street with clothes being blown around. Next cut is our model waking up in their apartment to an empty closet, they venture into the street with a robe on searching for clothes. They walk with intrigue into the Polo store and everything turns to color. We just see the model's face turn to color as they stare at their new wardrobe. Remainder of the video is a rapid cut montage of 10 models happily prancing together in their Polo RL wear in the country and in the city.







# Video Number Two



## Target Audience

- 55-60 years old
- 60/40 split targeting women & men, respectively

## Main Idea



- This video embodies nostalgia and the viewpoint of living a full life.
- 
- 

## Storyline

Video starts in color with a portrait framing of an older couple (early 70s) walking down a street around sunset wearing Polo. Film location is Mykonos. A group of friends (all in Polo RL) in their mid 20s run in front of them in a hurry to get on a sailboat to watch the sunset. Most of the friends don't pay attention to the couple except one guy & and girl. This younger couple pause and turn to the older couple, they all acknowledge each other and smile. Next shot is the older couple embracing and reminiscing when they would act like that. To close, a montage of the friends out on the boat with the tagline "the only thing that's constant in life". Last shot is Polo Ralph Lauren logo over the shot.



# Media Platforms

- **YouTube** is definitely the media platform where these two ads would thrive the most.
    - Due to the ads cinematic nature, placing them on YouTube will increase the chance that the viewer will actually enjoy the artistic approach.
  - Placing digital video ads on sophisticated sites such as **Architectural Digest**, **NYT**, and **W Magazine**.
    - These sites are usually read by people that appreciate the fine things in life.
    - These sites are also quite casual and if someone is reading them, they are likely to have the time to watch the video ad.
- 
- 


# Metrics & Synergy

- Main KPI for a successful digital video campaign is click through rate.
  - Seeing the consumer's digital behavior and what they saw last that caused them to purchase or not purchase said product
- Skipping ad or clicking exit from the ad will be an easy metric to tell if the viewer was not interested or motivated by the video
- Buzz on our videos. Seeing people talk about the videos online and through forums will be a way to know for sure that people were captivated

The most appropriate way to combine the portfolio of video and display ads is by using stills from the video in your banners. This way the artistic theme remains constant and avoids confusion, also people will be able to recognize the underlying message from the videos in the display ads.



# Works Cited



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