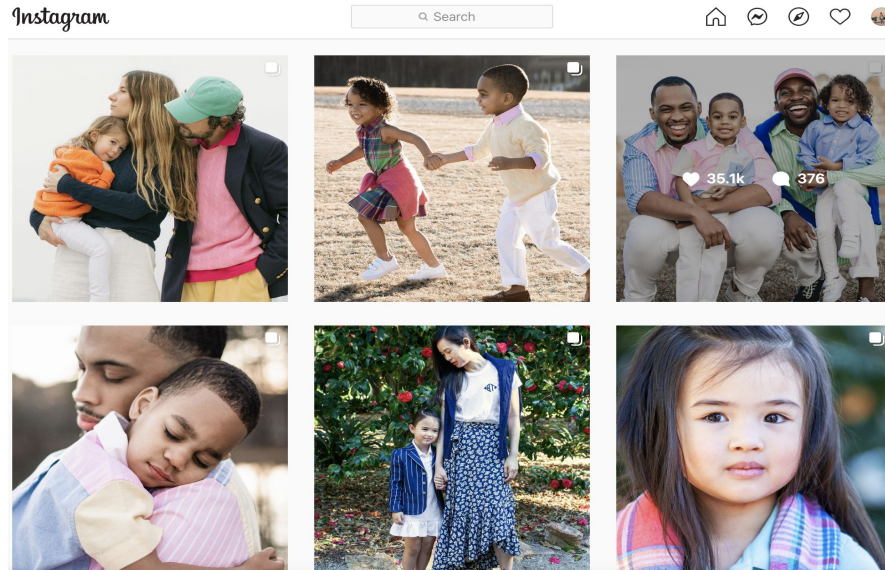# POLO
RALPH LAUREN

Fernando Briones
ADV 456-001

Social Media Analysis

INSTAGRAM

Platform with the most engagement
- Instagram is where people expect to see the "perfect" lifestyles
- Polo RL displays themselves as a gallery of what a dream day looks like
- Photos have you picturing the entire family in Polo RL

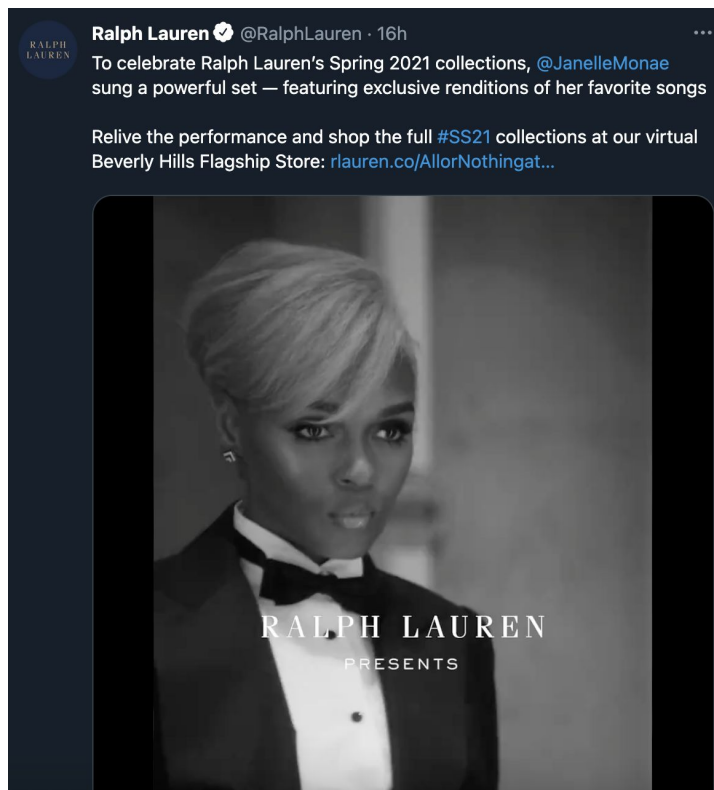❏ 7 million followers
❏ 3.2k posts
❏ 11.6k average likes

Social Media Analysis

TWITTER

Platform with the most dialogue
- Acts as a newsletter
  - Keeps community up to date on new product launches, events, and endorsements
- 2.3 million followers
- 5.4k posts
- average likes

Ralph Lauren ✓ @RalphLauren · 16h

To celebrate Ralph Lauren's Spring 2021 collections, @JanelleMonae sung a powerful set — featuring exclusive renditions of her favorite songs

Relive the performance and shop the full #SS21 collections at our virtual Beverly Hills Flagship Store: rlauren.co/AllorNothingat...

RALPH LAUREN

PRESENTS

Social Media Analysis

TIKTOK

Attempts to capture new consumers (coming of age)

- Video content creates emotional appeal in a casual manner.
- Participating in trending content helps unfamiliar audiences get to know the brand and build a relationship with their products
- ❏ 318.4k followers
- ❏ 1.3m likes

|		
▷ 373.3K	▷ 87.4K	▷ 97.8K
▷ 182.5K	▷ 23.9K	▷ 542.0K
▷ 302.6K	▷ 267.3K	▷ 236.2K
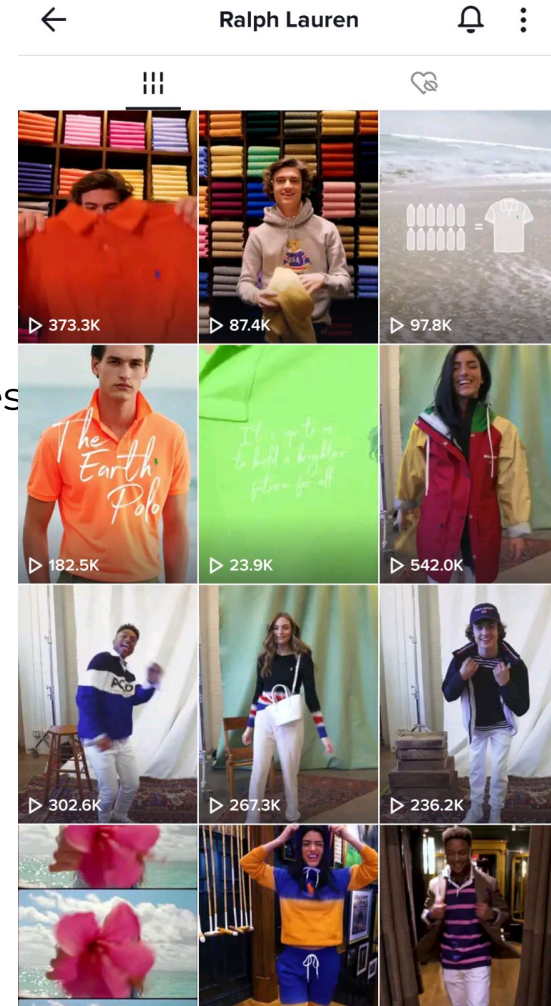
Owned & Earned Content

Earned

- Polo RL is simultaneously a classic and trendy brand
- This causes a reaction for people to share their products on media platforms while tagging RL
  - Sharing Polo's posts on their stories is a big part of earned media

Owned

- Focused on creative work
- Product heavy
  - Shown from the perspective of the real world ie. streets, offices, sporting environments
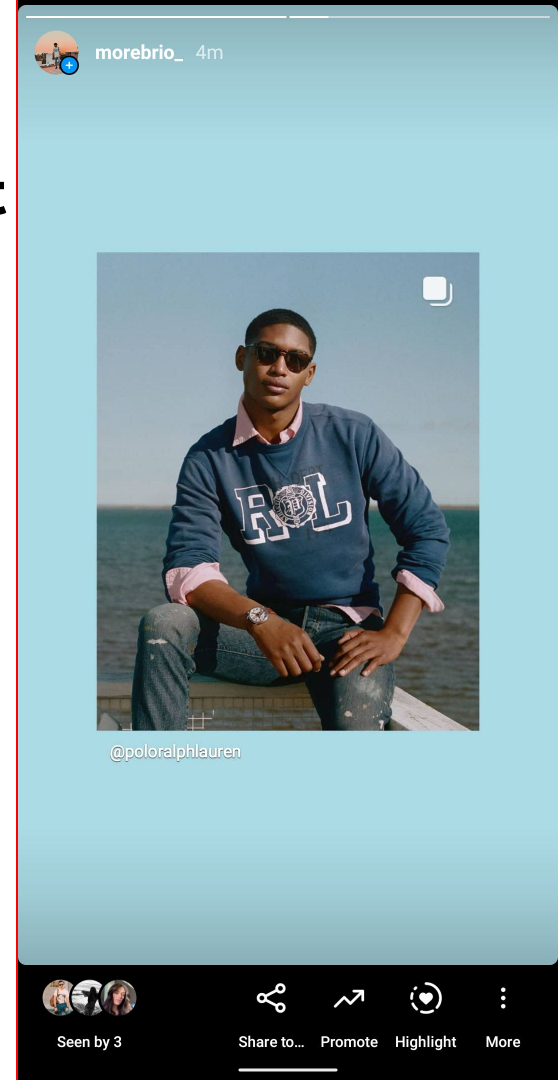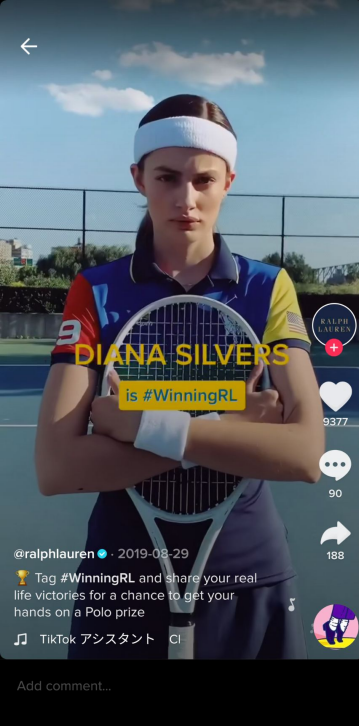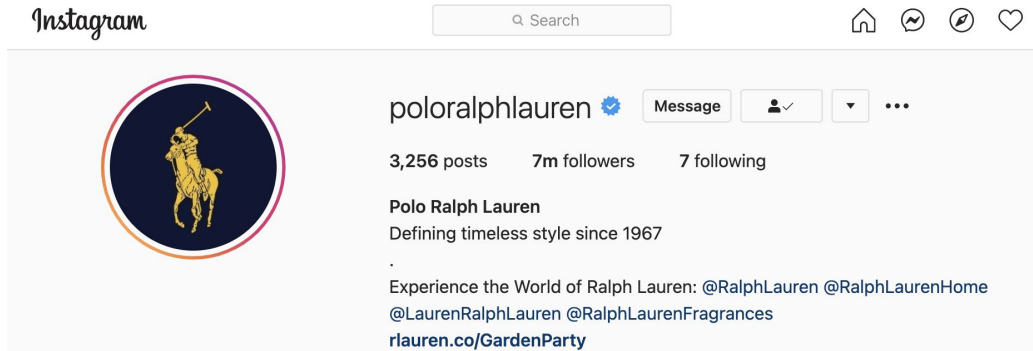
Campaign Objectives/Audience

- Become a household name on TikTok by increasing total engagement.
- Multiply sales by way of direct product buying on Instagram Target Audience:
1. **Men** aged 26-32 (primarily IG)
2. **Women** aged 20-26 (primarily TikTok)
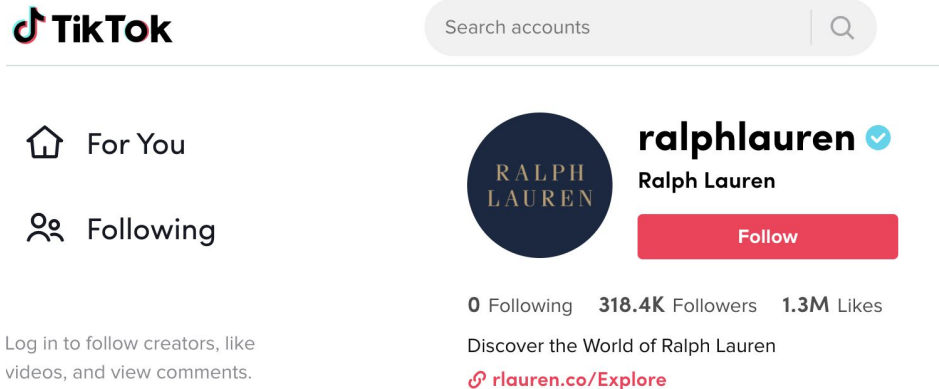   a. Targeting genders and age based on social network user demographic

Mediums Chosen

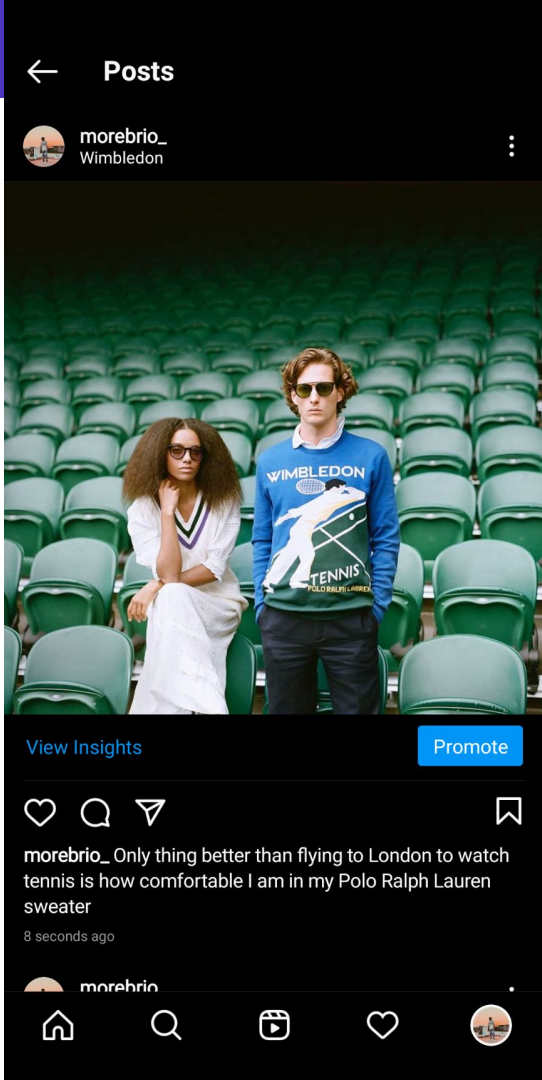1. Instagram

2. Twitter

3. TikTok

Big Idea

Usage of **influencer** marketing
- Influencers are rapidly becoming the most reliable way to capture new consumers *and* keep them engaged for a long period of time.
- By promoting Polo Ralph Lauren via an influencer's platforms, we introduce ourselves in a very organic way while potentially boosting our earned media
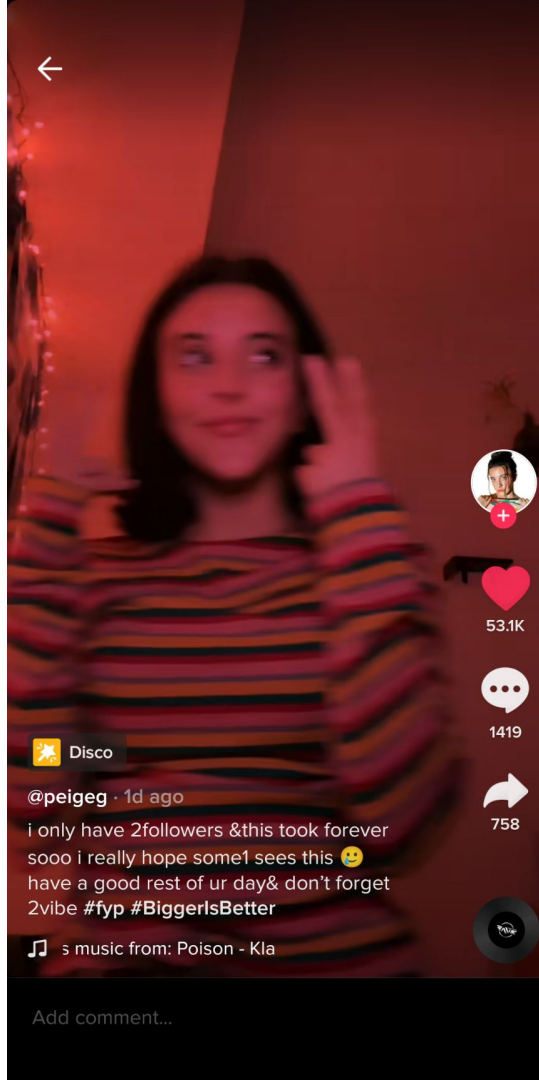
Mock-Ups

01

morebrio_
Wimbledon

View Insights   Promote

morebrio_ Only thing better than flying to London to watch tennis is how comfortable I am in my Polo Ralph Lauren sweater

8 seconds ago

morebrio_

02

Disco

@peigeg · 1d ago

i only have 2followers &this took forever sooo i really hope some1 sees this 🙂 have a good rest of ur day& don't forget 2vibe #fyp #BiggerIsBetter

🎵 s music from: Poison - Kla

Add comment...

53.1K

1419

758

https://vm.tiktok.com/ZMeUH4saH/

Lots of trends on this app incorporate fashion. A well known TikToker wearing Polo RL is a great non intrusive way to gain impressions

Synergy

- If you look at all my past campaign proposals, you'll notice that they are content heavy and rely on pulling at a consumer's emotional appeal.
- Integrating past campaigns, such as video, into our constructed social media strategies allows to unify our entire portfolio.
  - Fusing content with each other creates a uniform yet exciting user experience

KPI's

1. Growth of followers by 12%
2. Influencer content lands in the top 5% of engaged media
   a. Likes, comments, shares
3. A increase of $20k in sales for target demographics mentioned earlier

Sources

https://www.speakrj.com/audit/report/ralphlauren/instagram

https://www.forbes.com/sites/forbestechcouncil/2020/07/07/what-the-rise-of-tiktok-says-about-generation-z/?sh=2b09bf3d6549

https://www.forbes.com/sites/walterloeb/2020/01/21/why-millennials-shop-on-social-media-but-also-like-to-shop-in-stores/?sh=189a3eef350c