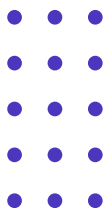


**POLO**  
RALPH LAUREN

Fernando Briones  
May 2021





# Overview

As we all know, Polo Ralph Lauren is one of the most distinguishable and timeless fashion brands in the world. Being seen worn by kids who have barely taken their first steps, to adults that have been sporting this American classic for decades. The continuous societal attraction to this brand has lead to tremendous success. However, with fashion trends changing as quickly as ever (due to social media's glassdoor for what's *in* right now), and because of the stigma the price isn't justifiable in today's fast fashion market- I've curated a campaign that will ensure Polo Ralph Lauren stays at the top of their class.

# Integrated Campaign: ***OBJECTIVES***

**01**

## ***Communicate a mindset***

Right now, everyone has the mentality that they're going to be inside "forever". Communicating a mindset that sooner or later life will resume and you will want to look your best can trigger purchases now

**02**

## ***Showcase accessibility***

Because the expensive nature of this label, most recurring customers are those with well paying jobs and typically fall into the early 30s age bracket. Displaying ads when products are on sale encourages young people to venture into Polo showroom

**These objectives are the foundation for the campaign and I will center our target audience, strategy, media vehicles and time frame around these two plans. It is important to select objectives that are broad and relatable in nature for consumers, but that they may also serve as a specific and measurable framework for the brand.**

# Integrated Campaign: *Target Audience*



- Current consumers of the Polo Ralph Lauren brand include members of the upper middle class to upper class bracket. Their age may vary from early 30s to mid 60s. Their values may lay in being casual but elegant.
- Potential users are university students that are close to entering the workforce. Odds are that most university students follow the same characteristics as current users; they admire fashion and tradition, and want to be at the head of any group. Once these people start earning salary, they should be eager consumers.

*Breakdown:* Though a saturated cluster of Polo Ralph Lauren's consumers are in the mid-life age bracket, e.g., 45-55 years old, the primary target audience for this specific campaign effort are those that are up and coming in the world, in terms of status, age, and financially. Focusing on this group (20-24 yrs. old) will allow the brand to make an impression on individuals at a very early time, putting them ahead of competitors and grooming them to be avid Polo RL customers when they are financially ready.

# Integrated Campaign: **CREATIVE** **STRATEGY**



To align with our initial objectives, our creative strategy will make an effort to show viewers the versatile nature of Polo's products, as well as their tangible & intangible durability.

- Can be worn in any occasion
  - Emotional appeal of juxtaposing one piece of clothing in a specific setting to another
- A lifelong companion
  - Not only does the high quality fabric and design last throughout all of life's adventures, so does its sign of class



## Integrated Campaign: *AD FORMATS & PLATFORMS*



# Advertising Formats

Being an integrated campaign, we will be covering many medians. To ensure we are effective on each format we will be using a mix of display ads (such as banner ads), digital video ads, paid social, and taking advantage or operating ads with programmatic ops on occasion

# Media Platforms

**Social Media:** Instagram, TikTok, LinkedIn and Twitter

**YouTube:** Both owned and paid media

**Display Ads:** Mostly on culturally popular digital publications, i.e., Architectural Digest, Conde Nast Traveler, Vogue

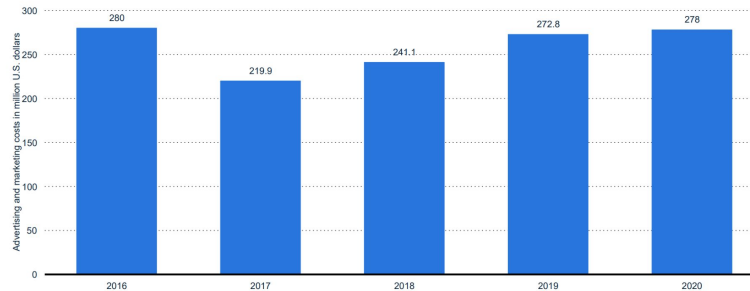


# Integrated Campaign: *BUDGET*

Over the last 5 years, Polo Ralph Lauren alone has spend between 220 and 280 million dollars on advertising & marketing expenses. I would suggest that spending 10 million dollars **quarterly** on this digital campaign, and dividing it equitably amongst the ad formats and media platforms

Advertising and marketing expenses of Polo Ralph Lauren worldwide from FY2016 to FY2020 (in million U.S. dollars)\*

Polo Ralph Lauren's advertising and marketing expenses worldwide from 2016 to 2020



Note(s): Worldwide; 2016 to 2020  
Further information regarding this statistic can be found on [www.statista.com](https://www.statista.com/statistics/1088881/polo-ralph-lauren-advertising-marketing-expenses/)  
Source(s): Polo Ralph Lauren, (2020)

Key figures **statista**

(Statista, 2020)



# Integrated Campaign:

## *SYNERGY*

- While every type of advertising lever can be effective and influential in its respective way, video will be the primary domain found across all of our ads
- Basing our video ads (both video banners and paid social videos) to be the **pathos** of the campaign will allow for the remaining creative work to display itself as ethos & logos, thus covering all necessary desires of a consumer in a simple synergetic sweep.







# Integrated Campaign: *KPI's*

*-micro-*




## Display

- Click through rate being above 40%
- Leads to an increase of 30% in website acquisition

## Digital Video

- At least 65% of videos are not skipped
- Creates buzz on other sites, trackable by a hashtag

## Social

- Growth of followers by 12%
  - Influencer content lands in the top 5% of engaged media
    - Likes, comments, shares
  - A increase of \$20k in sales for target demographics mentioned earlier
- 
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# Integrated Campaign: *KPI's*

-macro-





## Display

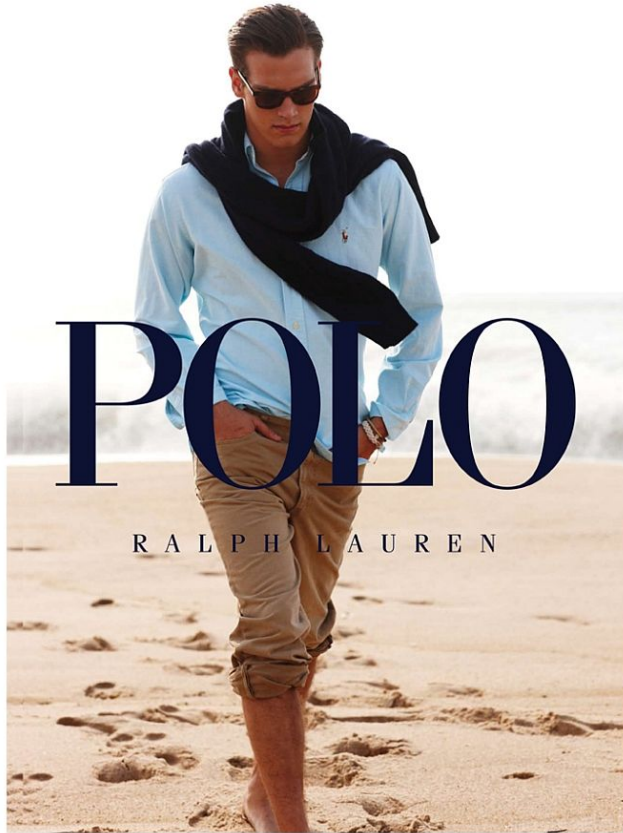
- Overall sales increase in Polo merchandise, increasing by 10% each quarter

## Digital Video

- More shares on video will cause a digital “word of mouth” so that we may reach people who may not be in our target audience. A survey will help us track where new impressions are from

## Social

- Large social media presence leads to more influencers promoting our brand. Doubling each quarter
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- 



## Closing Thoughts

Polo Ralph Lauren has shown that they are able to handle any obstacles that they face. Adding this campaign to their arsenal of historical success will extend their reach to new customers and keep current ones. Communicating the core values of this campaign will address negative stigmas and shape consumer's mindsets to be loyal consumers for years to come.



# Sources

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