

**POLO**  
RALPH LAUREN



Fernando Briones  
ADV 456-001



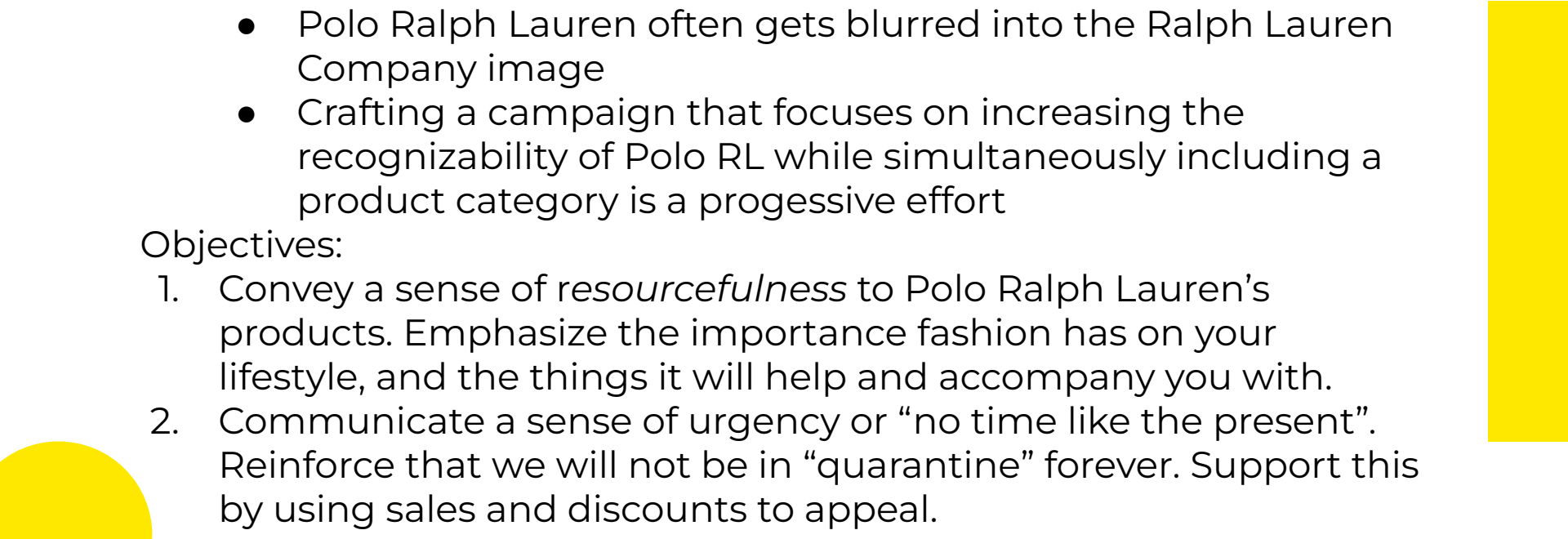


# Campaign & Objectives

When deciding the initial option of choosing between creating a search campaign specializing on the brand or a product category of the brand, I selected brand.

- Polo Ralph Lauren often gets blurred into the Ralph Lauren Company image
- Crafting a campaign that focuses on increasing the recognizability of Polo RL while simultaneously including a product category is a progressive effort

Objectives:

1. Convey a sense of *resourcefulness* to Polo Ralph Lauren's products. Emphasize the importance fashion has on your lifestyle, and the things it will help and accompany you with.
  2. Communicate a sense of urgency or "no time like the present". Reinforce that we will not be in "quarantine" forever. Support this by using sales and discounts to appeal.
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# Target Audience

## First Group

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

## Second Group

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

The adjustments (or lack thereof) made here were executed to align with the digital video advertising strategy currently in place. Having the target audiences align for both search and video is a way to support our effort to consistently engage with the right audience.



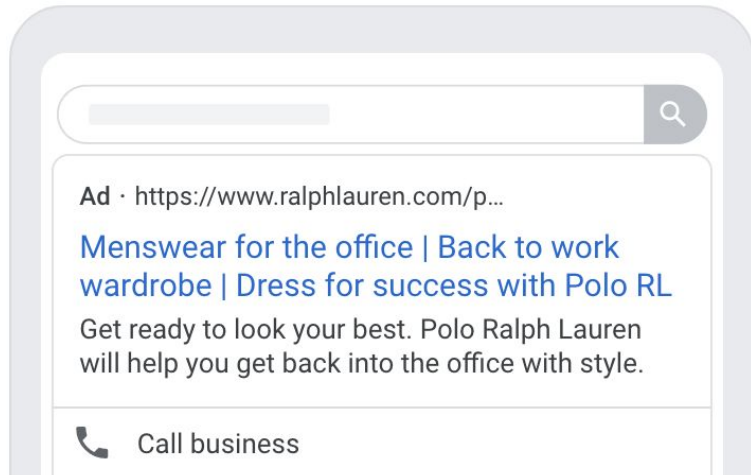
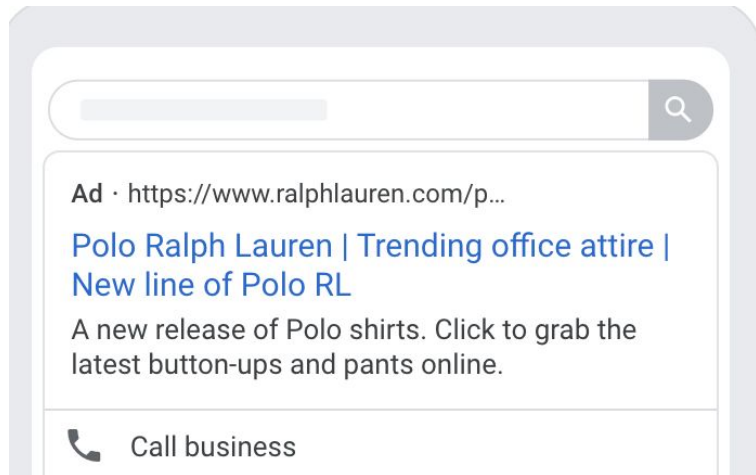
# Product Category

- Contrary to popular belief, Polo Ralph Lauren has a diverse portfolio of clothes for both men and women.
- Our category we will place the attention on clothing lines that are often purchased to be worn at the office or other work related activities.
  - Ad groups:
    1. Workwear for **men**
    2. Workwear for **women**



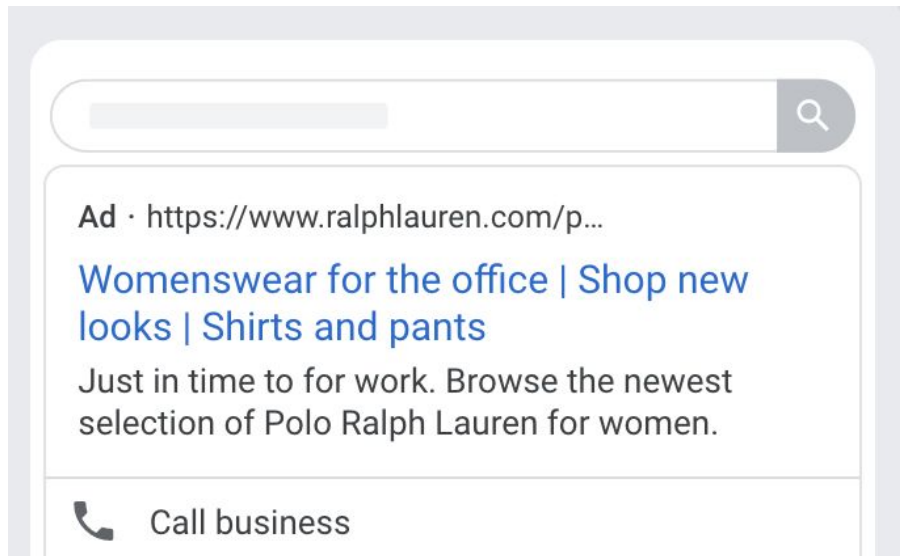
Ad Group 1:

# Ad Group Mockups



Ad Group 2:


# Ad Group Mockups

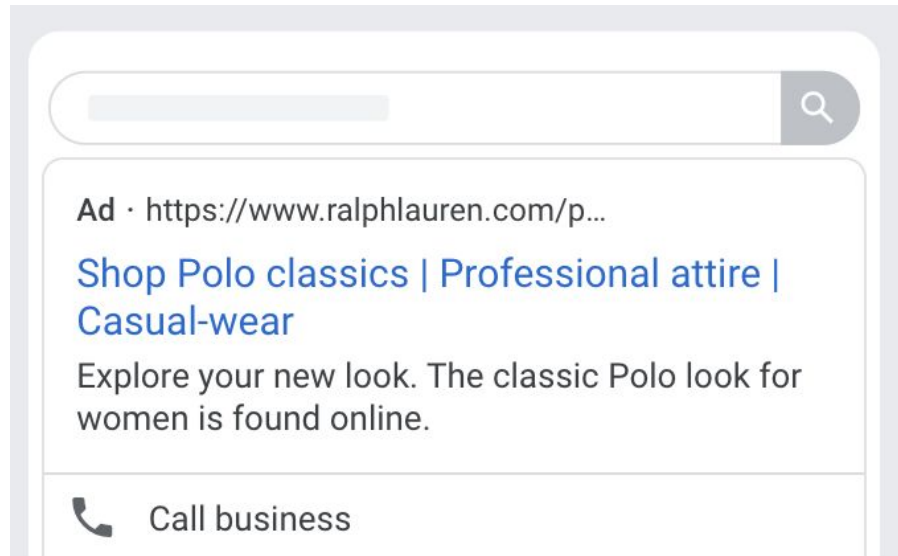


Ad · <https://www.ralphlauren.com/p...>

**Womenswear for the office | Shop new looks | Shirts and pants**

Just in time to for work. Browse the newest selection of Polo Ralph Lauren for women.


 Call business



Ad · <https://www.ralphlauren.com/p...>

**Shop Polo classics | Professional attire | Casual-wear**

Explore your new look. The classic Polo look for women is found online.

 Call business

# Key Words

01

## *Ad Group*

- Shirts
- Trousers
- Polo
- Men
- Business-casual
- Office
- Suits
- Blazers
- Negative Keywords:
  - Sweatshirt
  - Fitness



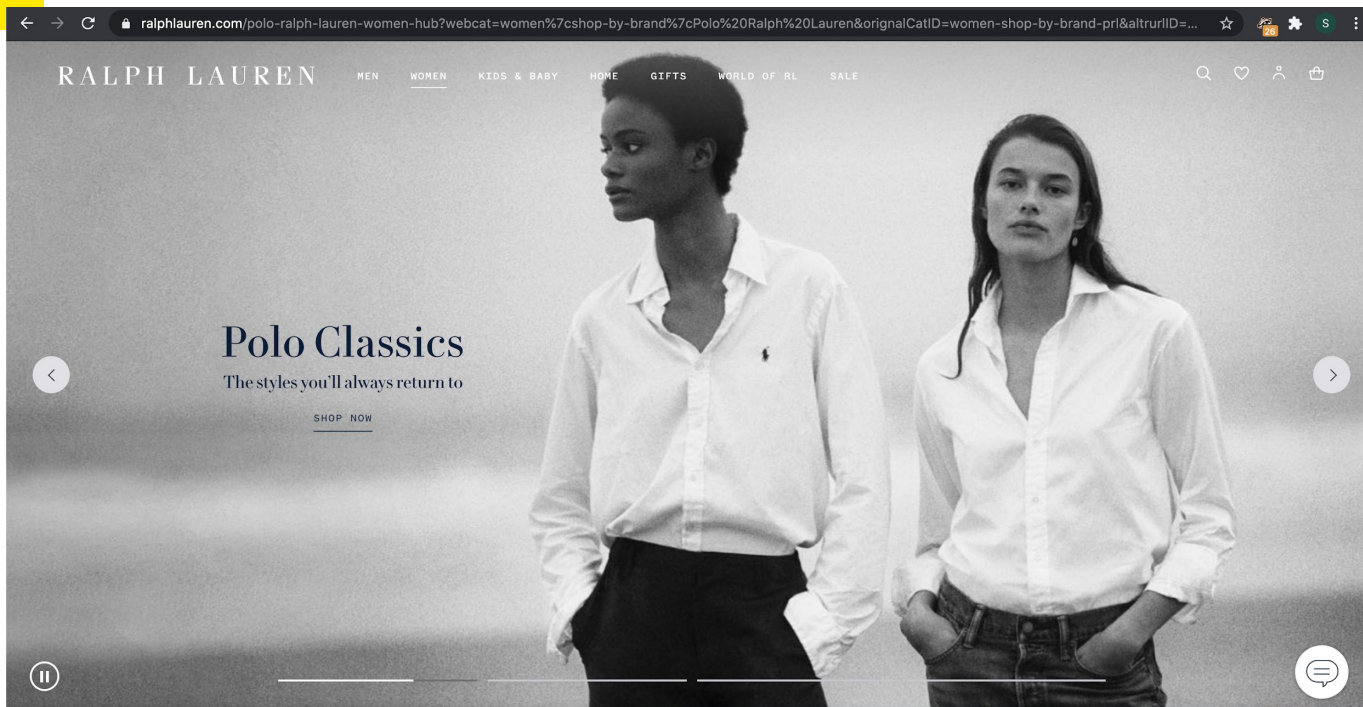
## *Ad Group*

02

- Dresses
- Pants
- New
- Suit
- Denim
- Casual
- Business-casual
- Blazers
- Women
- Negative Keywords:
  - Hoodie
  - Leggings

Ad Group 2:

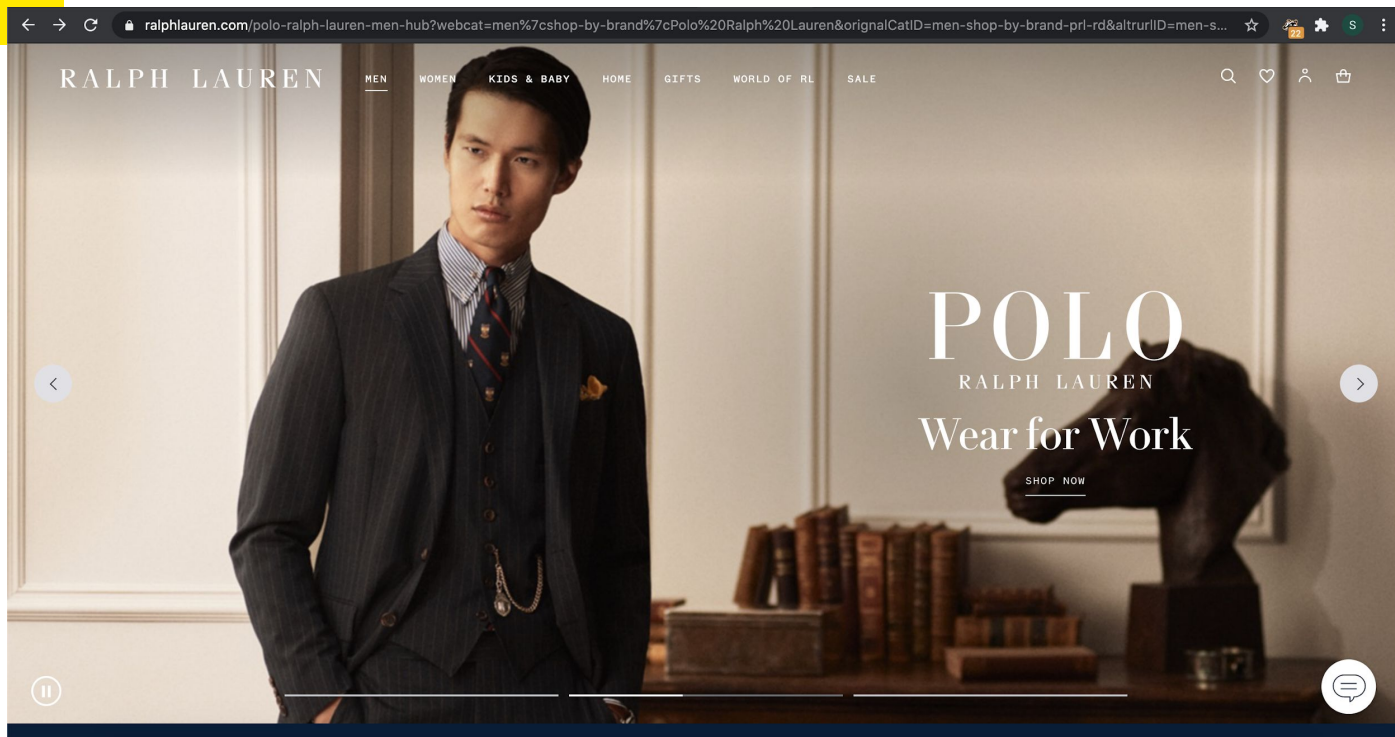
# Landing Page Mockups





Ad Group 2:

# Landing Page Mockups




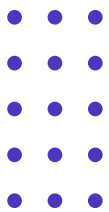


# Model



## CPM

- Bid at \$0.50
  - Estimate 100 impressions a day
  - Grants us roughly 3,040 impressions in the month long campaign
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# Sources

<https://www.ralphlauren.com/polo-ralph-lauren-women-hub?webcat=women%7cshop-by-brand%7cPolo%20Ralph%20Lauren&originalCatID=women-shop-by-brand-prl&altrurlID=women-shop-by-brand-prl>

<https://www.ralphlauren.com/polo-ralph-lauren-men-hub?webcat=men%7cshop-by-brand%7cPolo%20Ralph%20Lauren&originalCatID=men-shop-by-brand-prl-rd&altrurlID=men-shop-by-brand-prl-rd>