

RALPH LAUREN

Creative Brief: Ralph Lauren x Billie Eilish “Birds of a Feather” Capsule Collection

Background

Ralph Lauren is an American luxury brand that focuses on timelessly portraying classic American style. The brand was founded in 1976 by designer Ralph Lauren, beginning with menswear and then expanding into a variety of clothes, fragrance accessories, and home decor for men and women. The brand Ralph Lauren is known for its preppy style that combines traditional American elements and classic, sophisticated pieces. Ralph Lauren has grown into an iconic luxury brand that is recognized globally. The brand embodies heritage, class, and a refined aesthetic.

Ralph Lauren is launching a special capsule collection inspired by Billie Eilish's “Birds of a Feather” music video. The capsule collection integrates Ralph Lauren's classic and timeless approach to apparel with Billie Eilish's signature bold and refined style. The capsule collection comprises cargo shorts, thermal long-sleeve shirts, a corduroy flat cap, t-shirts designed by Billie herself, and a selection of accessories. This capsule collection will be available exclusively online at [RalphLauren.com](https://www.RalphLauren.com)

This partnership marks a pivotal milestone in Ralph Lauren's heritage, bridging the classic luxury brand with a younger and more culturally conscious audience while continuing to uphold the brand's core values of self-expression and sophisticated design.

Target Audience

- **Gen-Z and Millennials** (Ages 15-30): who value individuality in their style and seek out fashion forward pieces that are unique and offer meaning to their self-expression or overall style. This audience is willing to spend more than the average person on clothing to meet their fashion

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preferences. This audience is also active on social media, keeping up with digital trends and the latest in pop culture with music, fashion, etc.

Where will this ad appear?

The launch of this exclusive online collection will feature paid ads on social platforms Instagram and TikTok, featuring images of Billie wearing the capsule collection pieces or short 5-second loop videos with the iconic “Birds of a Feather” instrumental playing as Billie models the collection. Each ad on Instagram and Tik-Tok will also have the name of the pieces shown in the ad in small print in the case that the viewer wants to specifically search for that item with ease.

The Instagram ads will be posted via the stories feature where people will see the ad when they are swiping from between stories. There will be a link available on the story ad that directs the user to the capsule collection on [RalphLauren.com](https://www.RalphLauren.com). The 5-second loop video ads on TikTok will pop up when users open the app and it refreshes. This type of video ad will include a clickable caption along the bottom that directs users to the capsule collection on [RalphLauren.com](https://www.RalphLauren.com).

What is the goal?

The goal of this ad is to increase brand awareness, draw in a younger, more culturally aware audience to the Ralph Lauren brand, drive traffic to the website, and drive sales of the capsule collection. The goal is that Gen Z and Millennial consumers who are familiar with Billie or have a fashion-forward mindset will be drawn to the collection and overall brand of Ralph Lauren if they have not already been introduced, and will ultimately purchase something.

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Why do we need this ad?

We need this ad to expand the reach of the Ralph Lauren brand to an audience that is younger and may not be aware of what the brand has to offer. The collaboration with Billie Eilish gives Ralph Lauren the opportunity to refresh the brand's image in people's mind if they already knew the brand or to introduce the brand in a modern way that still aligns with the classic and renowned Ralph Lauren brand. This ad will help position Ralph Lauren as an innovative brand that can integrate classic American styles with modern and contemporary fashion trends. This helps Ralph Lauren stand out from its competitors in an innovative way while staying true to what the brand is known for.

Campaign tagline/headline for OOH/print advertisement

"A FRESH TAKE ON TIMELESS: RALPH LAUREN X BILLIE EILISH" - REDEFINING CLASSIC"