



CRIMSON AND CANTER

Est. 2026

MEET THE TEAM



Rachel Bradburry
Team Lead



Abbey Earnshaw



Briana England



Esther Makwaza



Hannah Wagner



Kate Hook



**Molly
McClendon**



Thomas Richardson



Sara Williams



CONTENT LIST



Objectives



Share of Market



Target Audience



Personas



Geography



Communication Goals



Strategy



Specials



Programmatic



Budget



Research

OBJECTIVES

BUSINESS OBJECTIVES

- Achieve significant YOY share of market growth (+20%) across all retail channels: e-commerce, full-price retail, and outlet stores through a sustained year-round presence
- Drive repeat purchases and higher shopping frequency by:
 - Strengthening loyalty and ongoing purchase behavior among the brand's more mature base of consumers, reinforcing brand salience across the brand's full lineup of product offerings
 - Increasing Gen Z purchasing behavior of the Ralph Lauren clothing line by reinforcing brand superiority and relevance
- Reinforce Ralph Lauren as a culturally connected, modern brand with meaningful relevance in youth fashion, lifestyle, and digital culture
- Ascertain potential for rapid growth of incremental sales on a geographic basis

MARKETING OBJECTIVES

- Modernize and elevate the Ralph brand through bold storytelling that authentically connects with Gen Z while remaining true to Ralph Lauren's iconic heritage
- Showcase the full Ralph lifestyle – apparel, accessories, and brand world – in ways that inspire both online and in-store purchasing
- Deepen cultural relevance by embedding the brand within content, creators, communities, and moments that matter to younger consumers, strengthening long-term relevance and affinity



Kenneth Cole - 4%

Armani - 9%

Express - 11%

Tommy Hilfiger - 12%

Ralph Lauren/Polo - 15%

Banana Republic - 19%

Calvin Klein - 30%

SHARE OF MARKET

TARGET AUDIENCE

CALVIN KLEIN

Consumers of Calvin Klein,
aged 18-24, skewing African
American.

BANANA REPUBLIC

Consumers of Banana
Republic, aged 35-44,
skewing African American
and Hispanic.

RALPH LAUREN

TOMMY HILFIGER

Consumers of Tommy Hilfiger,
aged 18-24 & 45-54, skewing
African American and
Hispanic.

EXPRESS

Consumers of Express, aged
25-34 & 35-44, skewing
Hispanic.

TARGET AUDIENCE STATEMENT

We are targeting purchasers of Ralph Lauren, Calvin Klein, Tommy Hilfiger, Banana Republic, & Express, aged 18-54, with a skew towards Black/African American and Hispanic consumers.

PERSONAS



INFLUENTIAL ISABELLA

Hey y'all, my name is Isabella, and I am 20 years old (212)! I was born and raised in **Houston, Texas** (115), and am currently a student (171) at the University of Houston, and work full-time (117) to put myself through college. I am a junior majoring in business management (222), with the goal of one day being the top of my profession (155). I spend most of my weekends working (135). My religion is very important to me, and I attend services frequently (122).

I try to be money-conscious, but I am not always successful, as I tend to spend more money than I expect (155). As a college student, I love keeping up with trends and enjoy mixing high-end and affordable designer brands (160). I also really enjoy keeping up with celebrity news and trends (188). I feel my best when I wear designer clothing and love making a good impression (178). One of my favorite things is sharing my new outfits with my friends, which often leads me to spend more than I should (201) just to be the first to try new styles (204). In the future, I hope to achieve a higher social status (199) and build a lifestyle that reflects success and confidence (156). To reach that goal, I am willing to invest in myself and my appearance (232).

My goals in life motivate me to take risks and strive to be my best every day (158). Coming from a Hispanic background, I feel inspired by celebrities who share a similar heritage (179), as they help me feel proud and connected to my roots- sometimes even more than I feel with my own parents (182). I am really looking forward to this summer so I can explore and embrace new trends right from the start (211). I am determined to keep growing, chasing my goals, and creating a life that I am proud of.

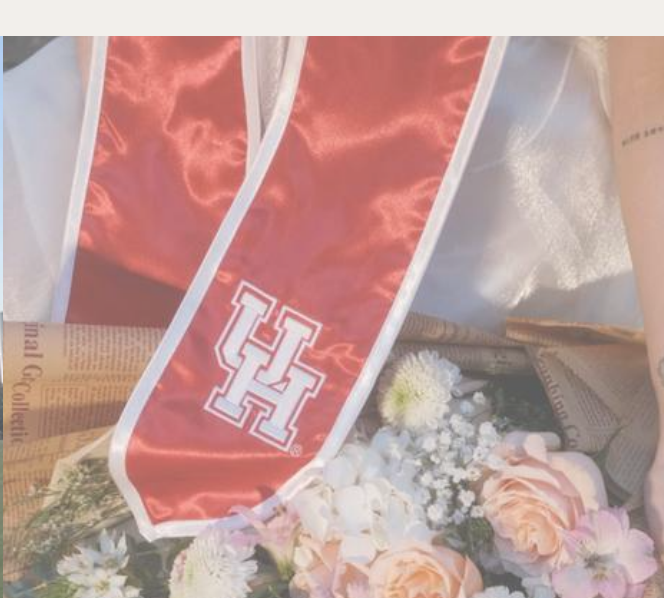
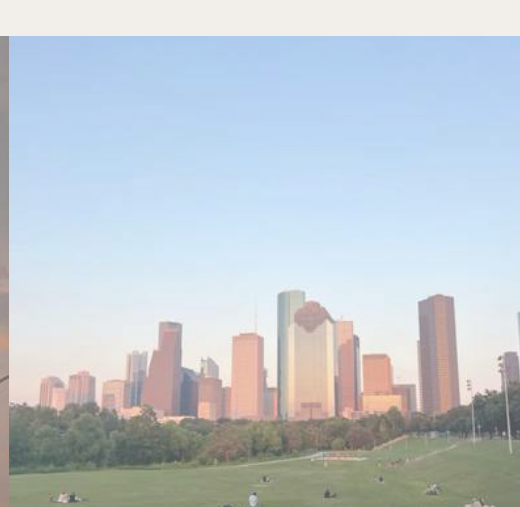
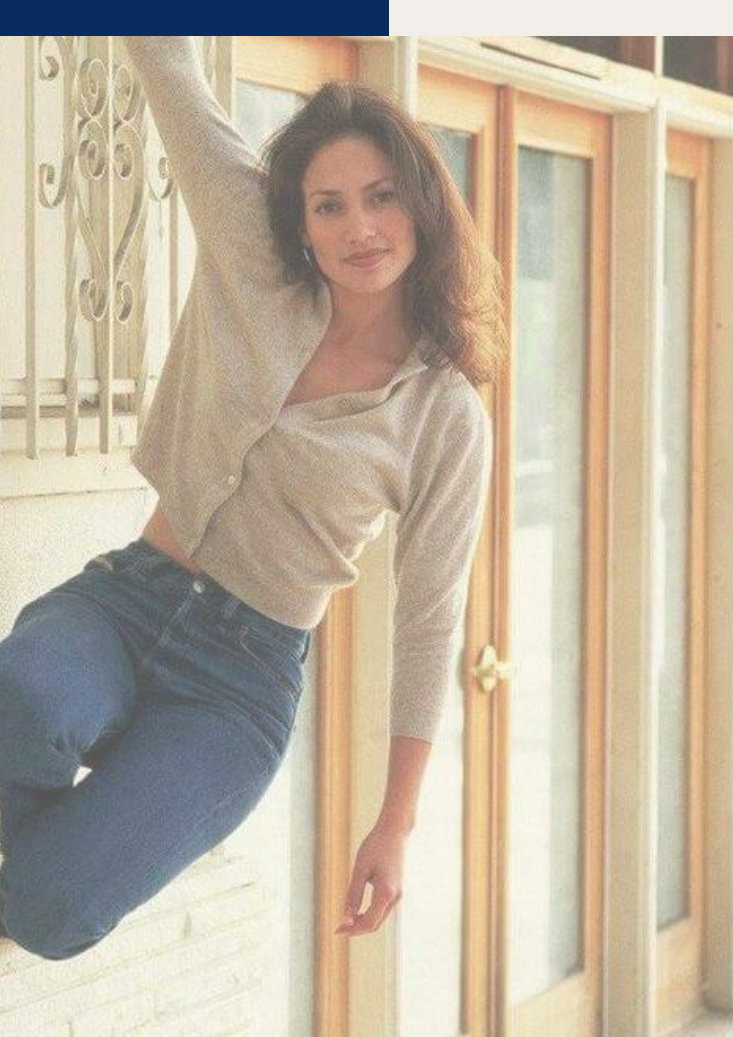


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She stopped chasing and started attracting.



MOTIVATED MARCUS

Hey, what's up! I'm Marcus. I'm 28 years old (142), living in **Boston, Massachusetts** (135), focused on building a stable life for myself and my son. I work full-time (123) in the Transportation and Material Moving industry (220) I take pride in being dependable and stepping into leadership roles (131), and I am motivated to keep growing and eventually move into a higher leadership position (168). Family is a big part of my life (116). I have a son who keeps me active, and I like to spoil him when I can (116). My cultural background is an important part of who I am (145), so seeing people who share my background succeed in the media motivates me and makes success feel more attainable (237).

When it comes to style, I keep things clean, classic, and put-together (101), keeping up with fashion (220) and staying trendy (227). I like clothes that boost my confidence (114), because I believe how you present yourself matters (121). Outside of work, I enjoy mixing high and low-end pieces (208) and trying new styles now and then (215). Shopping is something I really enjoy, especially online during downtime (146). I can be a bit impulsive, chasing the thrill (142), sometimes spending more than planned (167) or buying things I don't necessarily need (181), but I like the excitement, what can I say?! I'm usually one of the first among my friends to try new styles (265).

I care about a better future for my son, so I think people should really take issues like climate change seriously (117). At the end of the day, I'm focused on building a stable, meaningful life. One that reflects hard work, confidence, and something I can be proud of.

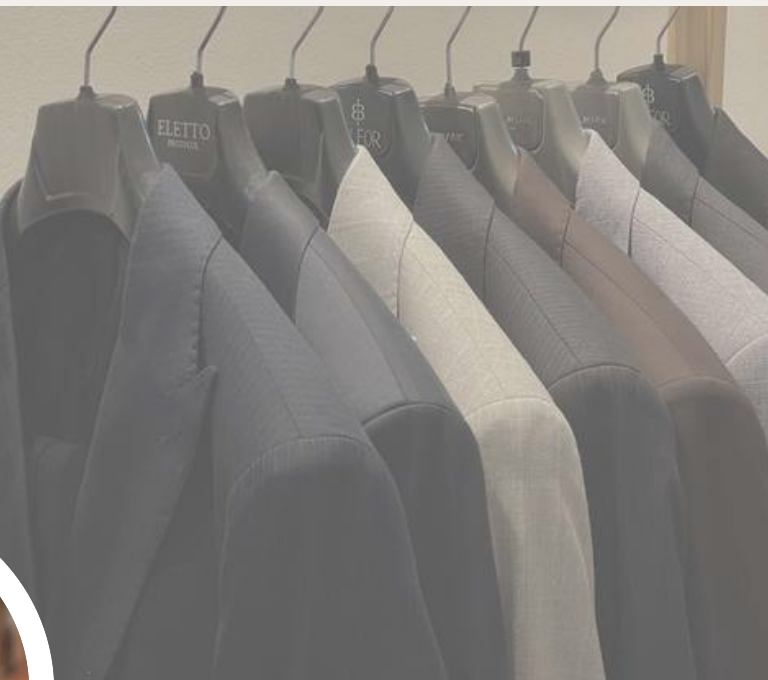


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CONTENT CARLOS

Hello everybody, my name is Carlos! I'm 54 years old (129), living in **Los Angeles, California** (139), where I've built my life through years of hard work and consistency. I work full-time in transportation and material moving (248), with experience in production roles (243) and maintenance-related work (178), so I'm used to long, demanding days (106) and being someone people can rely on (131). I'm always looking to grow and take on more responsibility when I can (168).

Family is everything to me. I'm a father and a grandfather (134), and I stay very involved in my family's life (170), making sure I'm present and supportive whenever they need me. Outside of work, I like to enjoy myself. I spend a lot of time at casinos and gambling (207) (242) (348) (346), and I also unwind by watching TV regularly (120), keeping up with entertainment, sports, and popular shows (132) (138) (141). I enjoy social environments and interacting with others (174), especially in settings with energy and activity. When it comes to money, I try to be responsible, but I tend to spend on experiences and entertainment (155) (167), and I'll often buy things I like even if I don't need them (181). I like trying new styles (215), staying on top of trends (220), while still maintaining a clean, classic look (101).

I care about how I present myself—I choose clothes that make me feel confident (114) because I know appearance says a lot about you (121). That's why I'm drawn to brands like Ralph Lauren, which reflect success, confidence, and timeless style. At the end of the day, I'm focused on working hard, taking care of my family, and enjoying life along the way.



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Carlos



ELEGANT ELEANOR

"I don't do 'hello'—if you're in this room, you already know who I am from the labels I'm wearing (169/172). I view my age much like the vintage Bordeaux I serve when showing guests through my home (128/129): I am sixty-three years seasoned, though thanks to a rather clinical commitment to my skincare (128) and the occasional professional 'tweak' (148), I haven't seen a wrinkle since the Bush administration.

My home in **New York City** (146) is a curated gallery of the latest decor (119), and my closet is a seasonal rotation of the newest fashion (142). I'll admit I'm trendy (137), and while I occasionally find I've spent more than even I anticipated on a wardrobe refresh (135), quality is a non-negotiable expense. My days are spent as a Project Manager (141/130), steering complex, high-stakes initiatives from inception to flawless execution; once the final deliverable is signed off, my husband (111) and I take our usual center-orchestra seats for the latest Broadway opening (121). I strive for a high social status (155) because I've earned the top of my profession (125). My life is meant to be an impressive benchmark for others (147), which is why I volunteer my time to the right causes (117) and rely on high-end magazines to keep my perspective sharp (160). I find comfort in the reliable tradition of my weekly religious services (117), and I prefer the loyal, quiet companionship of my designer-bred dog (117) to the loud opinions of the masses.



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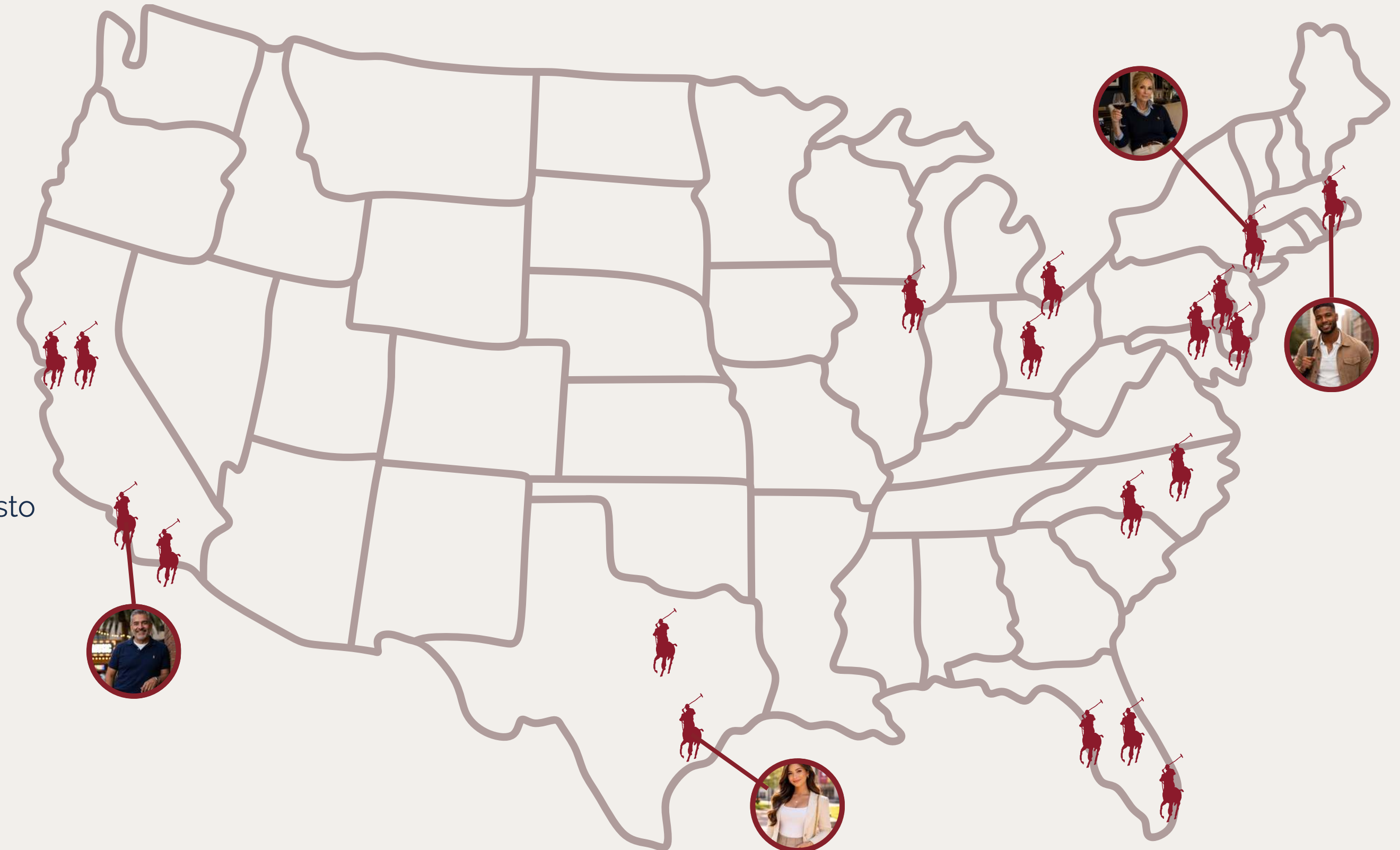
Eleanor

GEOGRAPHY

Ralph Lauren Brand Sales 50.56% — Ralph Lauren Category Sales: 40.92%

19 Cities Where BDI > 101

- **New York**
- **Los Angeles**
- Chicago
- **Boston (Manchester)**
- Miami-Ft. Lauderdale
- Philadelphia
- San Francisco-Oak-San Jose
- Washington DC
- Dallas Ft Worth
- **Houston**
- Tampa-St. Pete (Sarasota)
- Sacramento-Stockton-Modesto
- Columbus, OH
- Cleveland-Akron (Canton)
- Orlando-Daytona Beach-Melbourne
- Charlotte
- Raleigh-Durham (Fayetteville)
- San Diego
- Baltimore



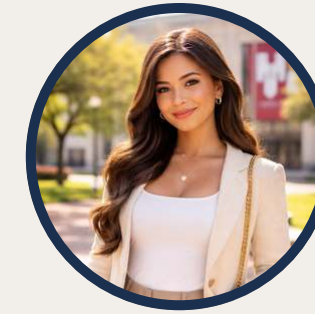
COMMUNICATION GOALS

Provide 50% reach
at a 3+ frequency to
prepare for
upcoming
campaigns
nationally.

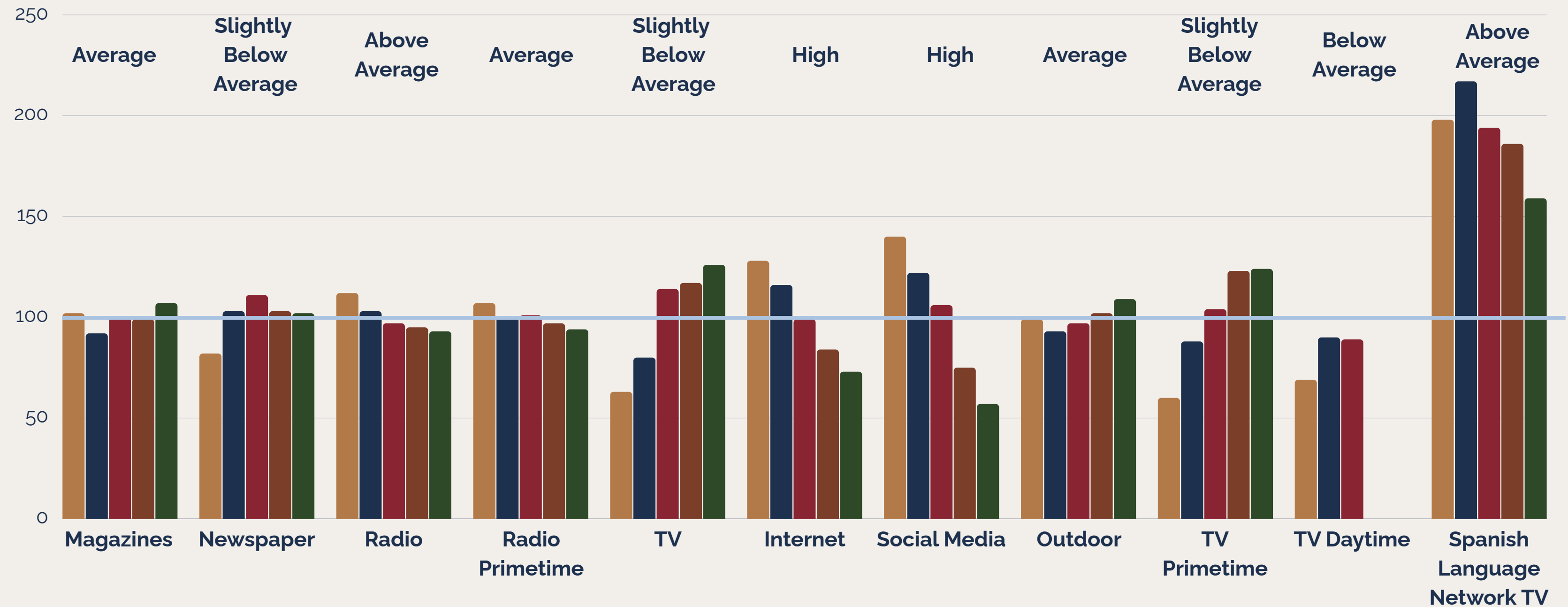
Provide 50% reach
at a 6+ frequency at
our target DMA to
keep awareness
throughout
campaign year.

STRATEGY

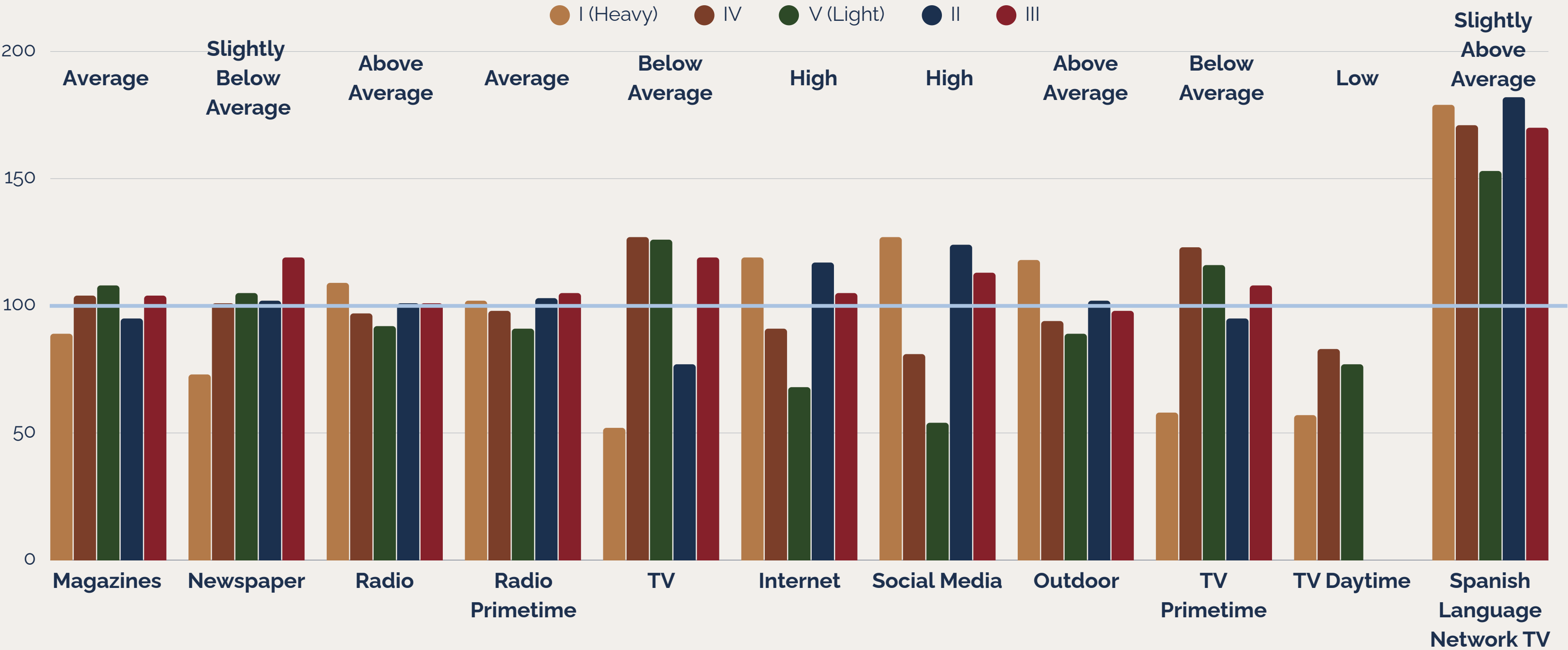
Ralph Lauren Quintiles



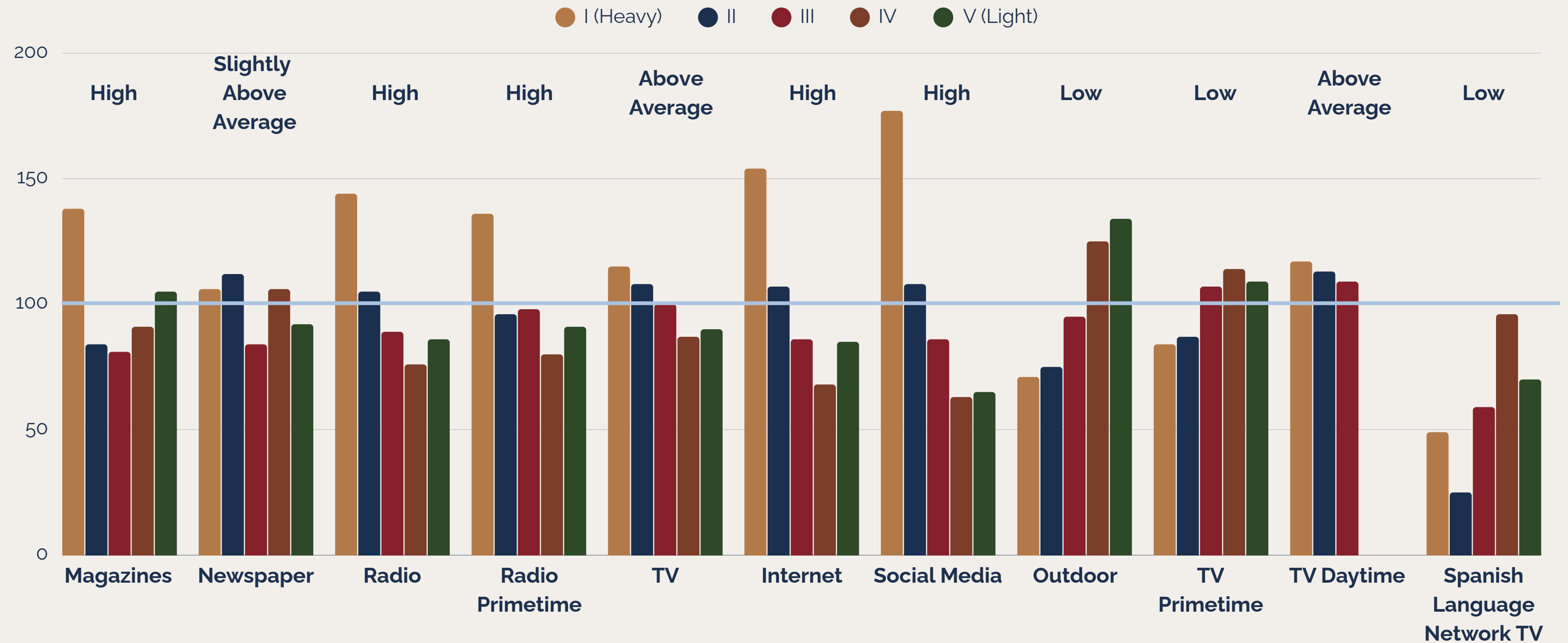
● I (Heavy) ● II ● III ● IV ● V (Light)



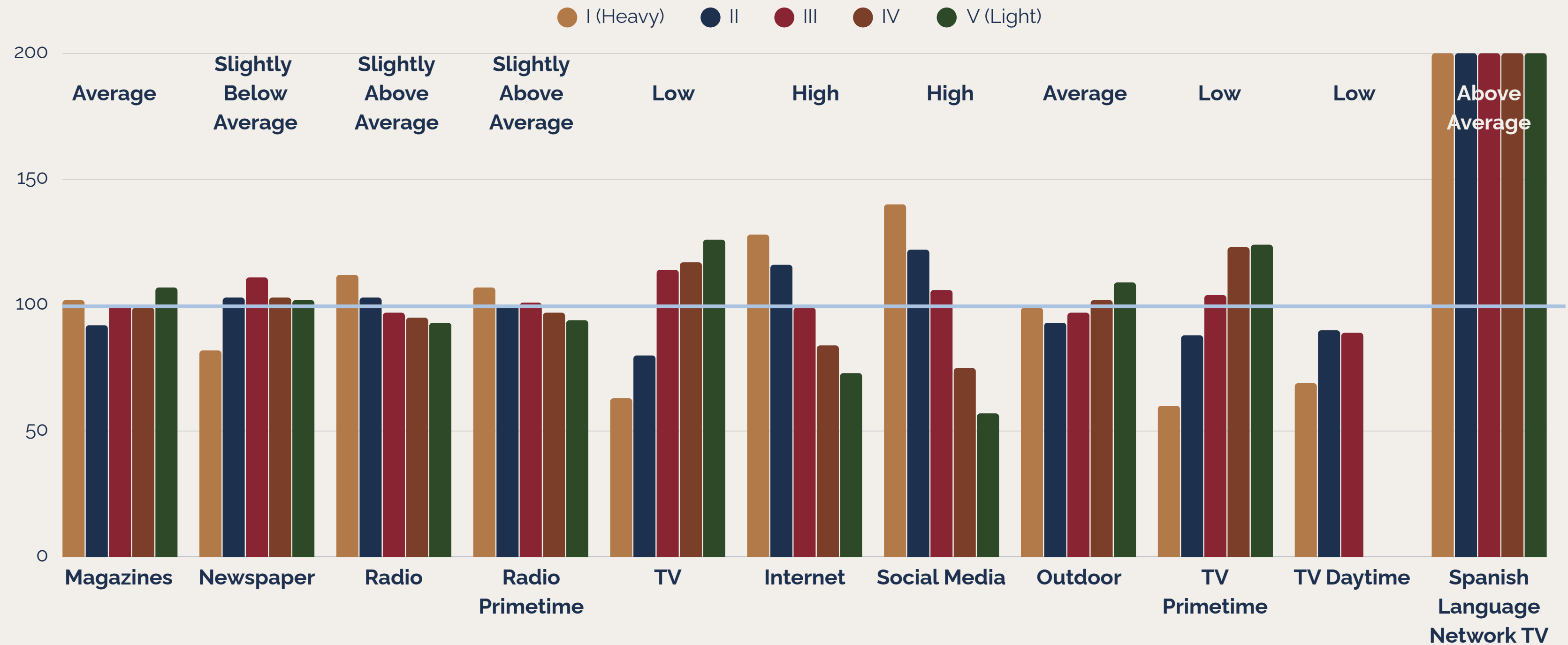
Ralph Lauren Quintiles White Skew



Ralph Lauren Quintiles African American Skew



Ralph Lauren Quintiles Hispanic Skew



MEDIA STRATEGY STATEMENT

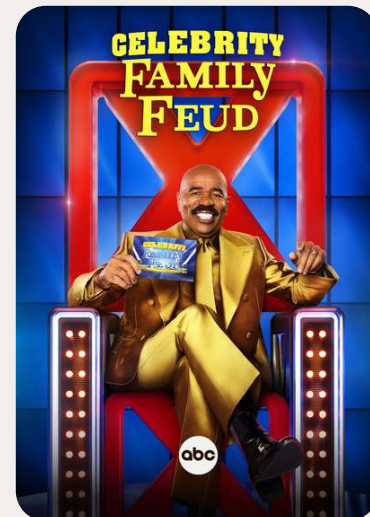
Our brand strategy focuses on high-impact media outlets, with a heavy emphasis on sports events, supported by television, radio, and out-of-home ads, and a large social media presence to deliver targeted, engaging content to key audiences.

TELEVISION

PRIME TIME



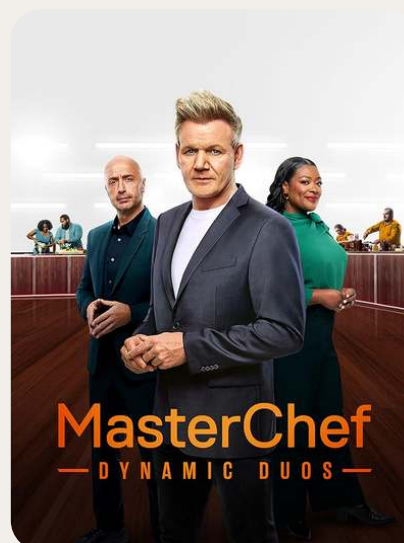
110



125



145



145

STREAMING



125



131



128



121

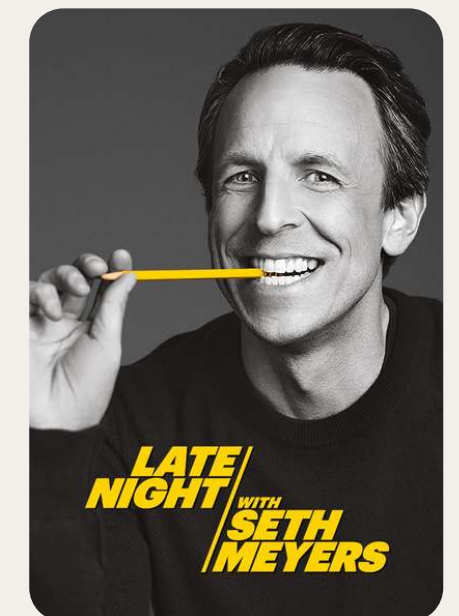
LATE NIGHT



149



155



124

SPORTS



178



126



122



179



170



175



110



225



160

SPANISH LANGUAGE TV



TV AZTECA®

242



ESTRELLA TV

268



UNIVERSO

249

FOX DEPORTES

259

RADIO



Tropical (251)



Jazz (210)



Adult Contemporary
(137)



Adult Hits (153)



Spanish Adult
Contemporary (166)

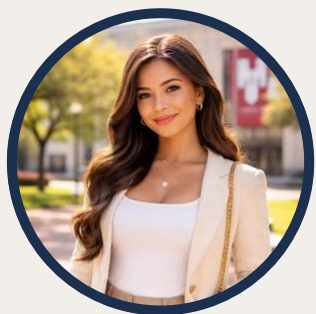
SPORTS

RALPH LAUREN



Formula 1

HERITAGE IN MOTION



ALL- 175, W- 227, H- 206





Five Billboards; March, April, May; Miami, FL



RALPH LAUREN

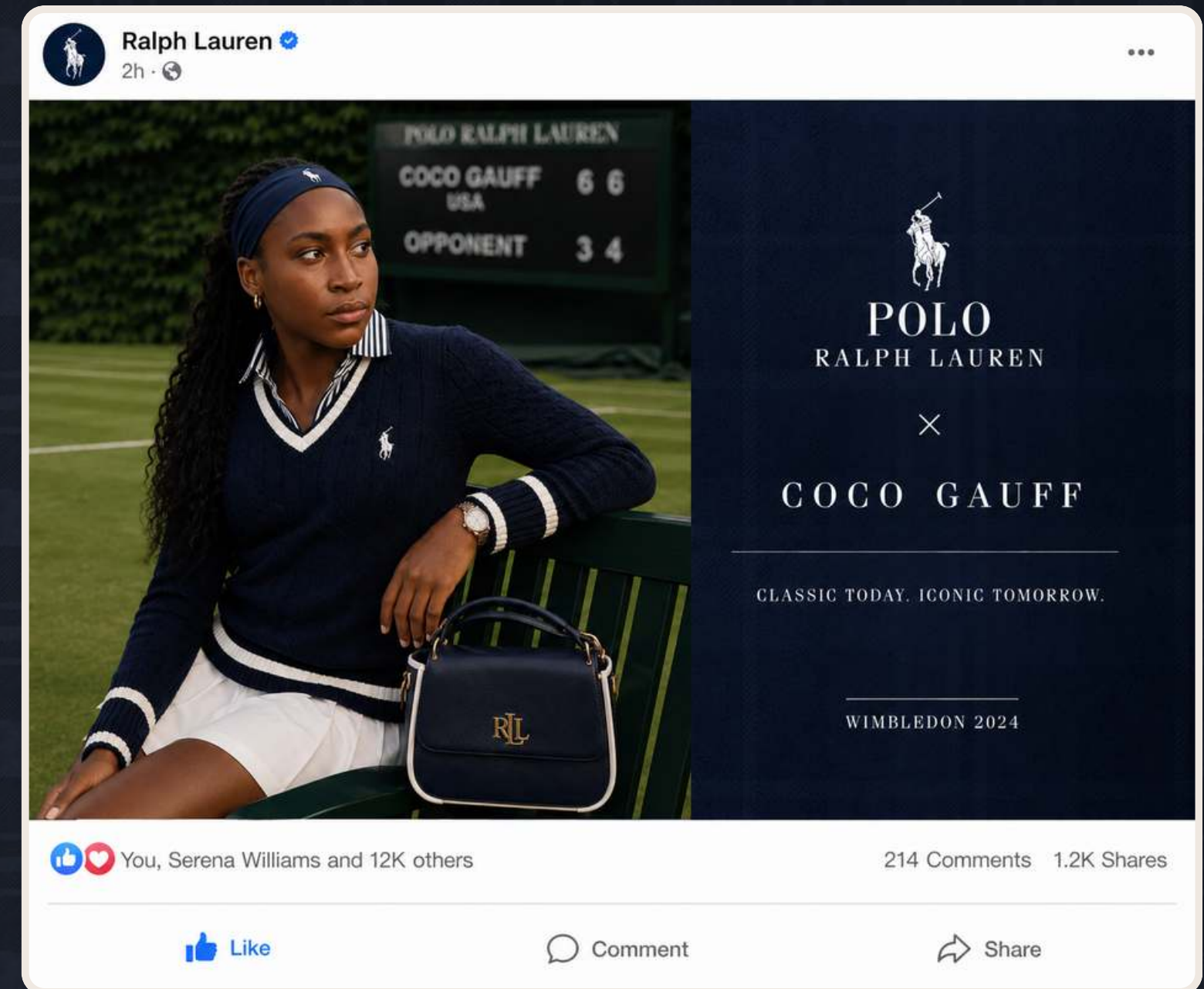
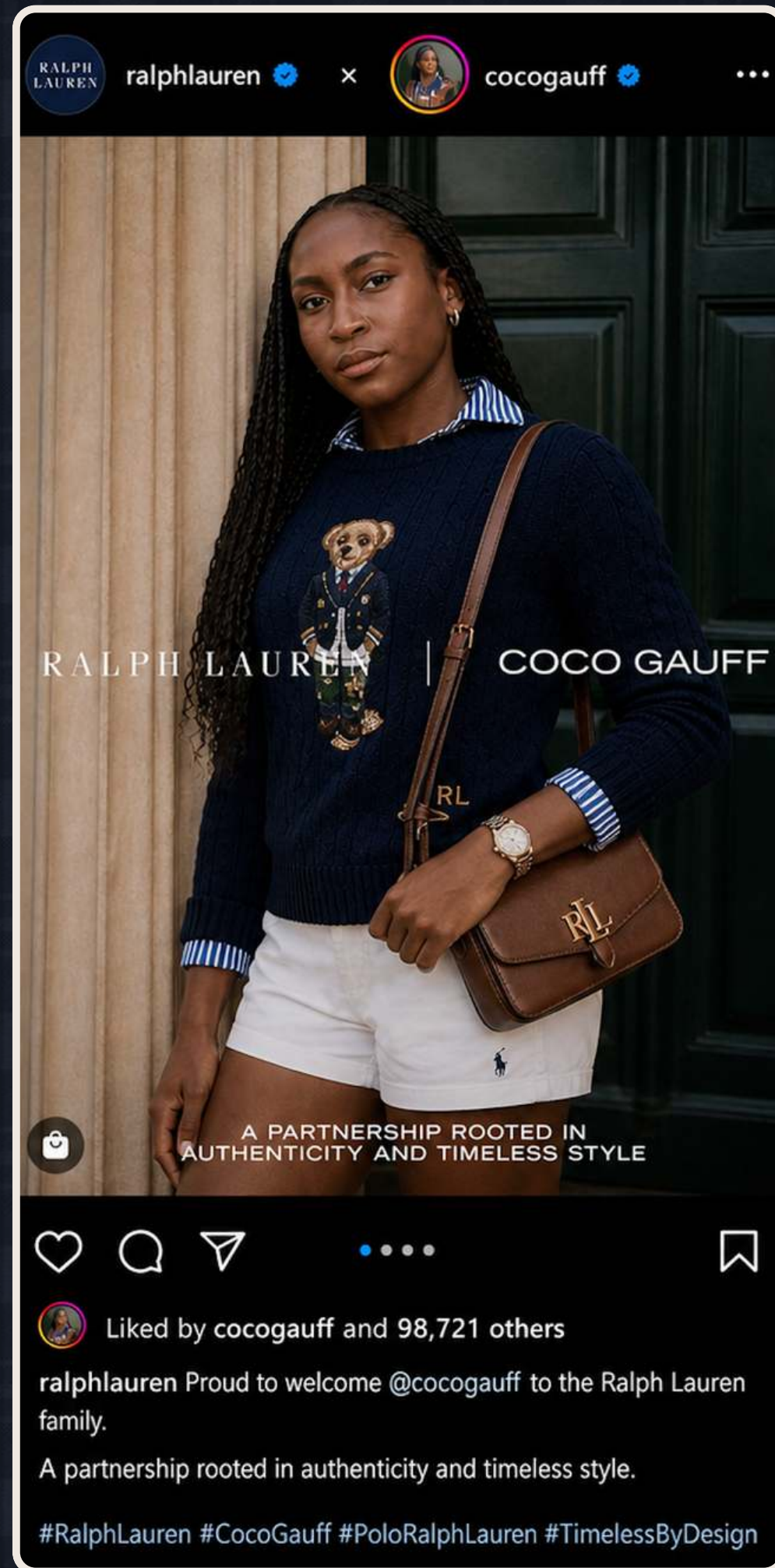
X

coco Gauff

Followers: 2.3M



All-143, AA- 196, H- 126

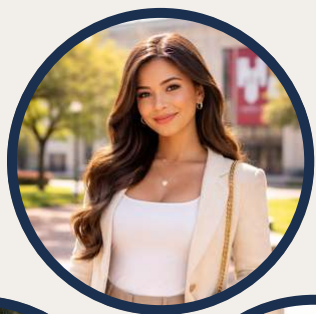


RALPH LAUREN

X

JANNIK SINNER

Followers: 5.3M



All- 143, AA- 196 H- 126



Ralph Lauren
2h · 🌐



POLO RALPH LAUREN

JANNIK SINNER
ITA

OPPONENT 3 4

POLO
RALPH LAUREN

×

JANNIK
SINNER

CLASSIC TODAY.
ICONIC TOMORROW.

WIMBLEDON 2024

You, Novak Djokovic and 15K others

326 Comments 1.6K Shares

Like

Comment

Share



ralphlauren

×



janniksin



RALPH LAUREN | JANNIK SINNER

A PARTNERSHIP ROOTED IN
AUTHENTICITY AND TIMELESS STYLE

Liked by usopen and 215,894 others

ralphlauren Proud to partner with @janniksin.
Timeless style. Focused on the future.
#RalphLauren #JannikSinner #PoloRalphLauren #TimelessByDesign
View all 1,842 comments



janniksin



Liked by wimbledon and 201,430 others

janniksin dressed by @ralphlauren
#RalphLauren #PoloRalphLauren #Wimbledon
#TimelessByDesign
View all 2,313 comments

RALPH LAUREN



All- 225, AA- 218, H- 225



LAFC

Los Angeles, California · 🌐

Arriving in style.

LAFC x Ralph Lauren ❤️💛



👍❤️😮 22K

1.1K comments 492 shares



Like



Comment



Share



lafc



Liked by ilie and 18,305 others

lafc On the road. Same standard.

LAFC x Ralph Lauren ❤️💛

View all 87 comments

EVENTS

RALPH LAUREN

U.S. POLO ASSN.

SINCE



1890



All- 212, W- 197, H- 404

The Polo Club





One Billboard; April, May; Miami, FL.

RALPH LAUREN



All- 163, W- 123, AA- 212, H- 159



Three Regular Billboards, One in Times Square; October & November



ralphlauren
New York, New York





RALPH LAUREN

OFFICIAL SPONSOR OF THE

TCS NEW YORK CITY MARATHON

2027



tcs
NEW YORK CITY MARATHON

INSPIRING EVERY RUNNER.
EVERY MILE. EVERY NEW YORKER.



 Liked by **nycmarathon** and **18,927** others

ralphlauren Proud to be the Official Sponsor of the TCS New York City Marathon 2027. 🇺🇸 [#RunAsOne](#)





RALPH LAUREN



All- 163, W- 123, AA- 212, H- 159





ralphlauren



2,871 likes

ralphlauren Every mile tells a story.

#RunWithRalph



Five Billboards; March, April

RALPH LAUREN

AT

THE

OSCARS



All- 161, W- 241, AA- 159, H- 200

Zendaya

Followers: 177M (Instagram)



Tom Holland

Followers: 64.1 M (Instagram)



Anne Hathaway

Followers: 41.6M (Instagram)



Matt Damon

No online presence



RALPH LAUREN

AT THE

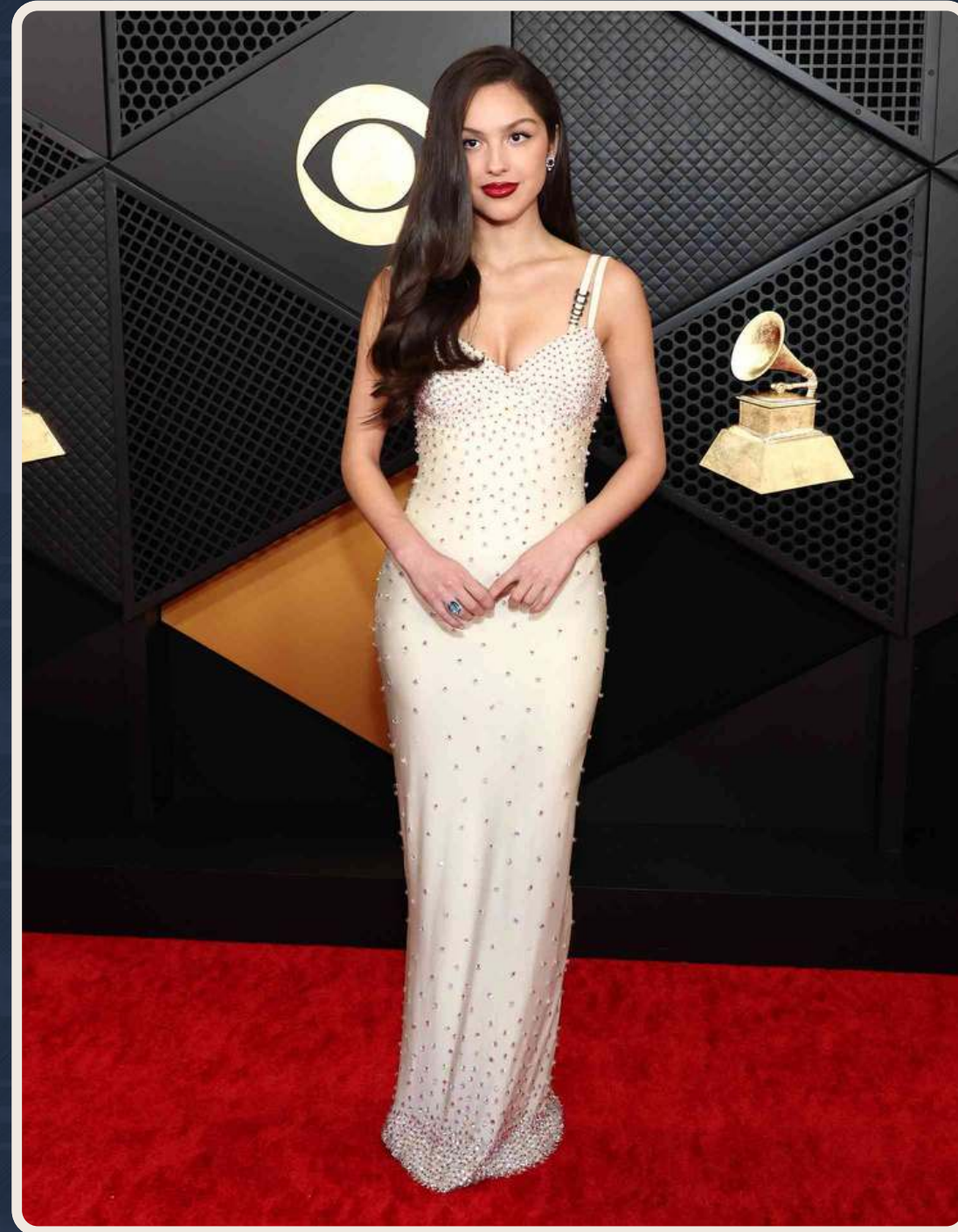
RECORDING ACADEMY®
**GRAMMY
AWARDS**



All- 139, W- 124, AA- 177, H- 159

Olivia Rodrigo

Followers: 39.7M



Don Toliver

Followers: 5.5M

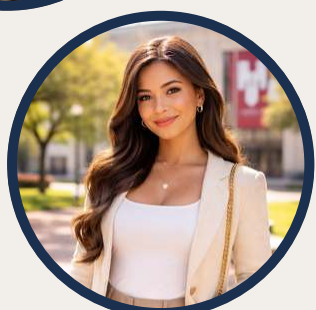


RALPH LAUREN



AT THE

EMMYS[®]



All- 139, W- 124, AA- 177, H- 159

Jason Sudeikis

Followers: 5.5M



Hannah Waddingham

Followers: 1.5M



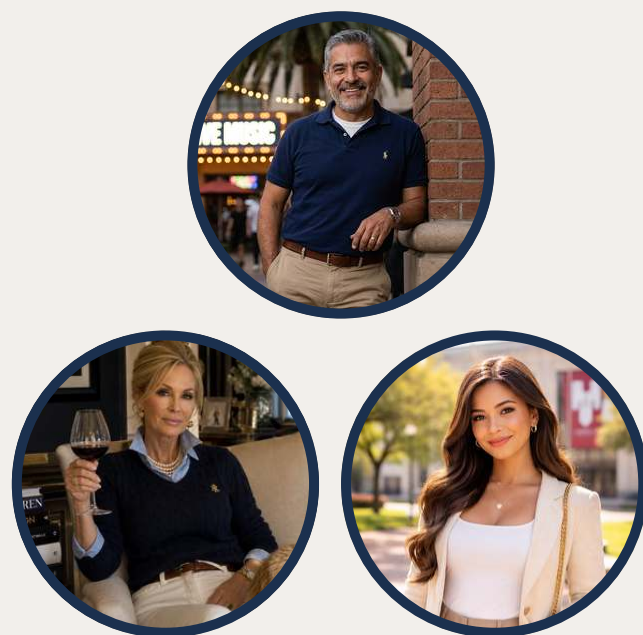
MUSIC

RALPH LAUREN

X



Spotify®



All- 144, W- 158, AA- 100, H- 152





Playlist

Ralph Lauren All American

Timeless American classics to celebrate freedom, summer, and the red, white & blue.

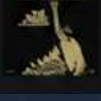


Ralph Lauren

85,932 saves • 50 songs, 2 hr 9 min



Custom order

#	Title	Artist	Album	
1	 Born in the U.S.A.	Bruce Springsteen	Born in the U.S.A.	4:39
2	 Jack & Diane	John Mellencamp	The Best That I Could Do 1978–1988	4:15
3	 Free Fallin'	Tom Petty	Full Moon Fever	4:16
4	 American Kids	Kenny Chesney	American Kids - Single	3:03
5	 California Girls	The Beach Boys	All Summer Long (Remastered)	2:41
6	 God Bless the U.S.A.	Lee Greenwood	American Patriot	3:12
7	 Courtesy of the Red, White and Blue (The Angry American)	Toby Keith	Unleashed	3:15
8	 America	Neil Diamond	The Jazz Singer	4:33



Playlist

Ralph Lauren Christmas

Timeless holiday classics to celebrate the season.



Ralph Lauren

100,188 saves • 50 songs, 2 hr 10 min



Custom order

#	Title	Artist	Album	
1	 White Christmas	Bing Crosby	Merry Christmas	3:04
2	 The Christmas Song (Merry Christmas To You)	Nat King Cole	The Christmas Song	3:12
3	 Have Yourself a Merry Little Christmas	Frank Sinatra	A Jolly Christmas From Frank Sinatra	3:28
4	 Let It Snow! Let It Snow! Let It Snow!	Dean Martin	A Winter Romance	1:57
5	 Sleigh Ride	Ella Fitzgerald	Ella Wishes You a Swinging Christmas	2:59
6	 Frosty the Snowman	The Ronettes	A Christmas Gift For You From Phil Spector	2:21
7	 It's Beginning to Look a Lot Like Christmas	Perry Como	Merry Christmas Music	2:35
8	 What a Wonderful World	Louis Armstrong	What a Wonderful World & The Best of Louis Armstrong	2:17

RALPH LAUREN

X

Music



All- 143, W- 130, AA- 227, H- 134



Apple Music

✓

⋮

RALPH LAUREN

COUNTRY CLUB



Ralph Lauren

Country Club

Apple Music

Timeless American classics for golden hour, garden parties, and long summer drives.

▶ Play

↻ Shuffle

1



Dreams

Fleetwood Mac

⋮

2



Summer Breeze

Seals and Crofts

⋮

3



Landslide

Fleetwood Mac

⋮

4



American Girl

Tom Petty & The Heartbreakers

⋮

5



Take It Easy

Eagles

⋮

6



Dancing in the Moonlight

King Harvest

⋮

7



Banana Pancakes

Jack Johnson

⋮

8



Into the Mystic

Van Morrison

⋮

9



Margaritaville

Jimmy Buffett

⋮

10



Rhiannon

Fleetwood Mac

⋮

11



Sweet Caroline

Neil Diamond

⋮

12



Here Comes the Sun

The Beatles

⋮

Apple Music

✓

⋮

RALPH LAUREN

WINTER LODGE



Ralph Lauren

Winter Lodge

Apple Music

Warm fires, wool blankets, and timeless songs for the season.

▶ Play

↻ Shuffle

1



Have Yourself a Merry Little Christmas

Frank Sinatra

⋮

2



Let It Snow! Let It Snow! Let It Snow!

Dean Martin

⋮

3



The Christmas Song (Merry Christmas to You)

Nat King Cole

⋮

4



Winter Wonderland

Bing Crosby

⋮

5



What a Wonderful World

Louis Armstrong

⋮

6



Jingle Bell Rock

Bobby Helms

⋮

7



Sleigh Ride

Ella Fitzgerald

⋮

8



White Christmas

Bing Crosby

⋮

9



Silver Bells

Dean Martin

⋮

10



All I Want for Christmas Is You

Mariah Carey

⋮

11



I'll Be Home for Christmas

Michael Bublé

⋮

12



O Holy Night

Nat King Cole

⋮

75

INFLUENCERS



emiliekiser ✓ ...

EMILIE KISER she/her

1,077 posts 2M followers 2,547 following

27 ✨ Just sharing my life ❤️ Mom to Trigg & Teddy



TIKTOK & YOUTUBE: @emiliekiser

✉️: teamemilie@smithsaint.com

linktr.ee/emiliekiser

Instagram: 2M followers

TikTok: 5.2M followers

1 video: \$8,000 estimated, actual cost
\$16,000

Media Buy: \$500,000

Influencer creative: \$50,000





vinniehacker ✓ ...

†

605 posts 4.2M followers 2,861 following

Public figure

@imgmodels

@underscoretInt

@wme

🔗 vhackerr.komi.io @ 100M+

Instagram: 4.2M followers

TikTok: 14.7M followers

1 video: \$10,000 estimated cost

Media Buy: \$500,000

Influencer Creative: \$50,000



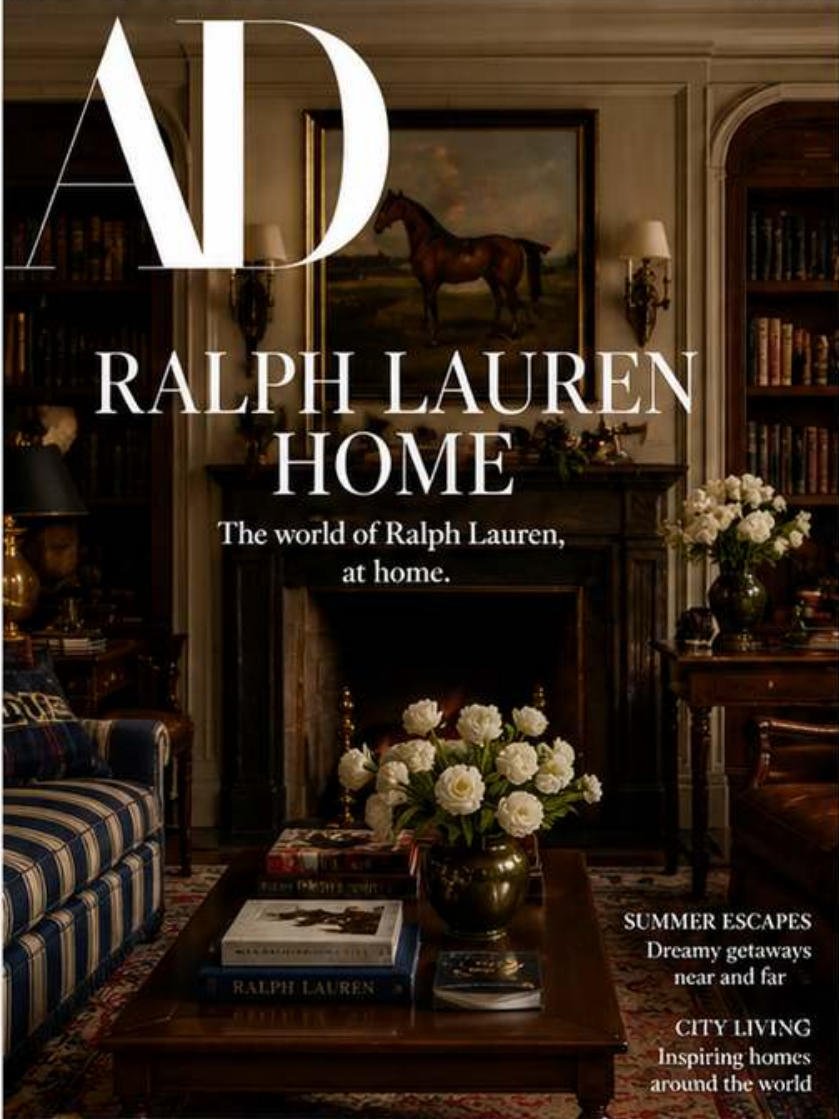
MAGAZINES

RALPH LAUREN

AD



All 126, W 154



SPOTLIGHT

RALPH LAUREN HOME

For more than four decades, Ralph Lauren has defined a vision of American style—timeless, iconic, and deeply personal. Now, that world comes home.



RALPH LAUREN HOME

A HERITAGE OF STYLE

Rooted in the romance of travel, the spirit of America, and a love of authentic design, Ralph Lauren Home brings a sense of enduring elegance to every space.



[ARCHITECTURE](#)[DESIGN & DECORATING](#)[CELEBRITY](#)[LIFESTYLE](#)[AD PRO](#)[AD IT YOURSELF](#)[VIDEO](#)[SHOP](#)[SUBSCRIBE](#)[SIGN IN](#)

DESIGN LEGENDS

RALPH LAUREN HOME

The Art of Timeless Living

For more than four decades, Ralph Lauren has defined a lifestyle rooted in authenticity, heritage, and enduring style. Discover the world of Ralph Lauren Home.

EXPLORE THE COLLECTION



RALPH LAUREN H O M E

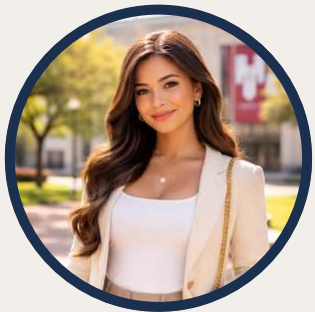
Every detail tells a story. Inspired by the natural world, classic craftsmanship, and a lifetime of collecting, Ralph Lauren Home creates spaces that are as personal as they are enduring.

[FURNITURE](#)[LIGHTING](#)[BED & BATH](#)[DÉCOR](#)[TABLETOP](#)[RUGS](#)

DISCOVER THE FULL COLLECTION

RALPH LAUREN

VOGUE



All-159, AA- 217, H- 209

VOGUE

JUNE

RALPH LAUREN

Timeless by Design

For the woman who
defines her own legacy,
Ralph Lauren designs
more than a wardrobe—
he creates a way of life.

THE POLO SHIRT REIMAGINED

A modern icon, forever
chic.

SUMMER IN THE HAMPTONS

Effortless pieces for
sun-drenched days.

BEYOND TRENDS

Why Ralph Lauren
style is always
in season.



AN AMERICAN VISION OF BEAUTY

From city streets to coastal escapes,
Ralph Lauren captures the strength,
confidence, and grace of the modern woman.
Each piece is thoughtfully crafted
to celebrate individuality, sophistication,
and the art of timeless dressing.



LIVE BEAUTIFULLY



RALPH LAUREN

DISCOVER THE COLLECTION AT [RALPHLAUREN.COM](https://www.ralphlauren.com)



Ralph Lauren

TIMELESS BY NATURE

Rooted in heritage.
Defined by style.
Ralph Lauren designs
for the woman who
lives with purpose
and grace.

DISCOVER THE COLLECTION



RALPH LAUREN

AN AMERICAN ORIGINAL

From the equestrian world
to everyday life, our pieces
are made to be lived in
and loved for years to come.

Classic. Feminine.
Iconic.
Ralph Lauren.



SHOP NOW

RALPH LAUREN

GQ



All-170, H- 176

GQ

LOOK SHARP • LIVE SMART

SUMMER STYLE
GAME PLAN
LINEN, POLO,
AND EASY DAYS
DONE RIGHT

RALPH LAUREN

TIMELESS STYLE.
MODERN MAN.

ICONIC, ALWAYS
The pieces you wear
today. The legacy
you wear forever.

POLO SPIRIT
Heritage on and off
the field.

THE NEW CLASSIC
Tailoring, redefined
for real life.

RALPH LAUREN

BUILT ON HERITAGE. MADE FOR TODAY.

From the field to the boardroom. From the
weekend to everywhere in between.
Ralph Lauren delivers confidence, character,
and timeless style for the modern man.



THE POLO PHILOSOPHY

AUTHENTIC BY DESIGN
Rooted in a rich heritage
of quality, purpose, and
uncompromising style.

CONFIDENCE IN
EVERY DETAIL
From the fabric to the fit,
every detail matters.

A LIFE WELL DRESSED
Style isn't about trends.
It's about how you live
and what you stand for.



RALPH LAUREN

DISCOVER MORE AT RALPHLAUREN.COM

JUNE/JULY 2024

GQ.COM | 87



SPRING / SUMMER 2024

The World According to Ralph Lauren

Timeless by design.
Modern by instinct.
Ralph Lauren creates
clothing that's lived in,
not just worn.

TRUE HERITAGE

The legacy of American style
and why it still leads.

OCEAN STATE OF MIND

RL's coastal style playbook
for wherever summer finds you.

BETTER IN BLUE

Denim, indigo & the art
of looking effortless.

RALPH LAUREN

AN AMERICAN ORIGINAL

From the Black Watch blazer
to the perfectly broken-in polo,
Ralph Lauren pieces are more
than wardrobe staples—they're
part of the story you live in.

Confident. Authentic.
Undeniably timeless.



The icons
you know.
The quality
you feel.
The life.
you build.

SHOP THE COLLECTION →

POLO
RALPH LAUREN

OUT OF
HOME



On Top of Taxis:
 All Consumers: 187
 All In New York City
 Jun-Sep: 5 Total
 Oct-Dec: 20 Total



Side of Buses:
 All Consumers: 123
 Dallas
 Houston
 Los Angeles
 New York
 October-December
 3 in Each Listed DMA



Billboards:
 All Consumers: 101
 All DMAs: 2 Each
 Miami Mar-May: 5
 LA & New York Jun-Aug: 5
 New York City Oct-Nov: 3
 Times Square Oct-Nov: 1



Wrapping a Building

Billboards:

All Consumers: 101

NYC Empire State Building: January

Miami Tower: March-May

San Francisco Transamerica Pyramid: July-August

NYC Ralph Lauren Flagship Store: October-December

Wrapping Waymos

On Top of Taxis:

All Consumers: 187

Los Angeles

San Francisco

Dallas

May-July

Five in Each Listed DMA

SPECIALS

SPECIALS

One :30 Commercial Spot at Each



118



177



241



164



112



152



110



167

PROGRAMMATIC

PROGRAMMATIC STATEMENT

We will be using high-traffic digital platforms based on consumers
ages 18-54.

Tactic	Flight Months	Budget
Targeted Display	Feb, May, Jul, Nov, Dec	\$500,000
Targeted Video	Feb, May, Jul, Nov, Dec	\$500,000



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Home



My Network



Jobs



Messaging



Notifications



Saved

Grow your network

Connect with people you know and build your professional network.

[Find connections](#)

Access exclusive tools and insights

[Try Premium for \\$0](#)



Start a post



Photo



Video



Document



Write article



LinkedIn News

1h ·

The latest updates on the economy, jobs, and the workplace.



U.S. job growth slows in latest report

[linkedin.com](#)

203

12 comments · 8 reposts



Like



Comment



Repost



Send



LinkedIn Learning

2h ·

Build new skills with expert-led courses.



Free Shipping on Orders of \$75+ [Details](#)

Spring Classics

Timeless style. Modern essentials.

SHOP WOMEN >

SHOP MEN >



Men



Women



Calvin Klein Underwear



Jeans

RALPH LAUREN

WOMEN



Effortless style.
Enduring quality.

SHOP NOW

PAID SEARCH



calvin klein



All

Shopping

Images

News

Videos

Maps

More

Tools

About 93,400,000 results (0.45 seconds)

Sponsored



Ralph Lauren

<https://www.ralphlauren.com>

Ralph Lauren® Official Site | Timeless Style. Modern Living.

Discover classic & modern styles for men, women, children & home. Free shipping on orders \$125+.

Explore new arrivals, iconic polos, & timeless collections.

New Arrivals

Shop the Latest Styles for Men, Women, & Kids.

Men

Polos, Shirts, Sweaters & More.

Women

Dresses, Tops, Pants & Accessories.

Home

Bedding, Decor, Bath & More.



Calvin Klein

<https://www.calvinklein.com>

Calvin Klein® USA | Official Online Site and Store

Shop the official **Calvin Klein®** USA website. Find the latest collection of underwear, clothing,

jeans, accessories and more for men, women and kids.

Women

Shop women's clothing and designer clothes at Calvin Klein.

Men

Shop men's clothing and designer clothes at Calvin Klein.

Underwear

Shop Calvin Klein underwaer for women and men.

Sale

Shop the latest styles on sale at Calvin Klein. Find the best ...

SOCIAL



108



157



146



148



155

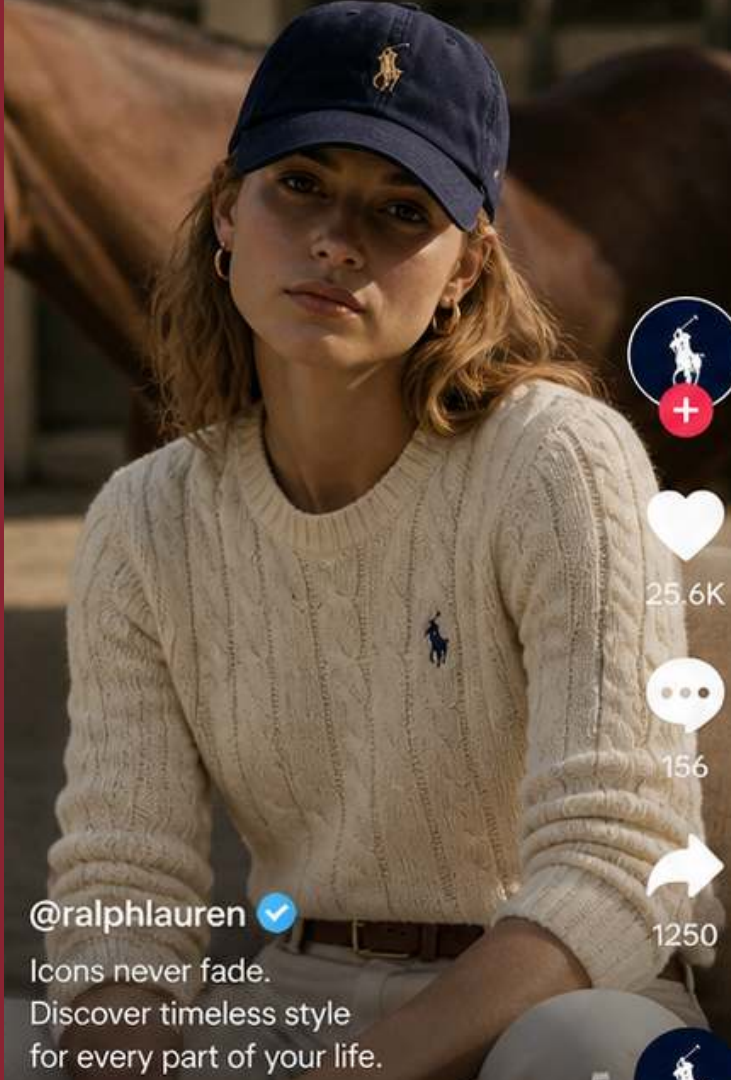
9:41

FollowingFor You

Q

RALPH LAUREN

Timeless style.
Made for every moment.




25.6K


156


1250

@ralphlauren

Icons never fade.
Discover timeless style
for every part of your life.

Sponsored

Shop now >

HomeFriends+InboxProfile

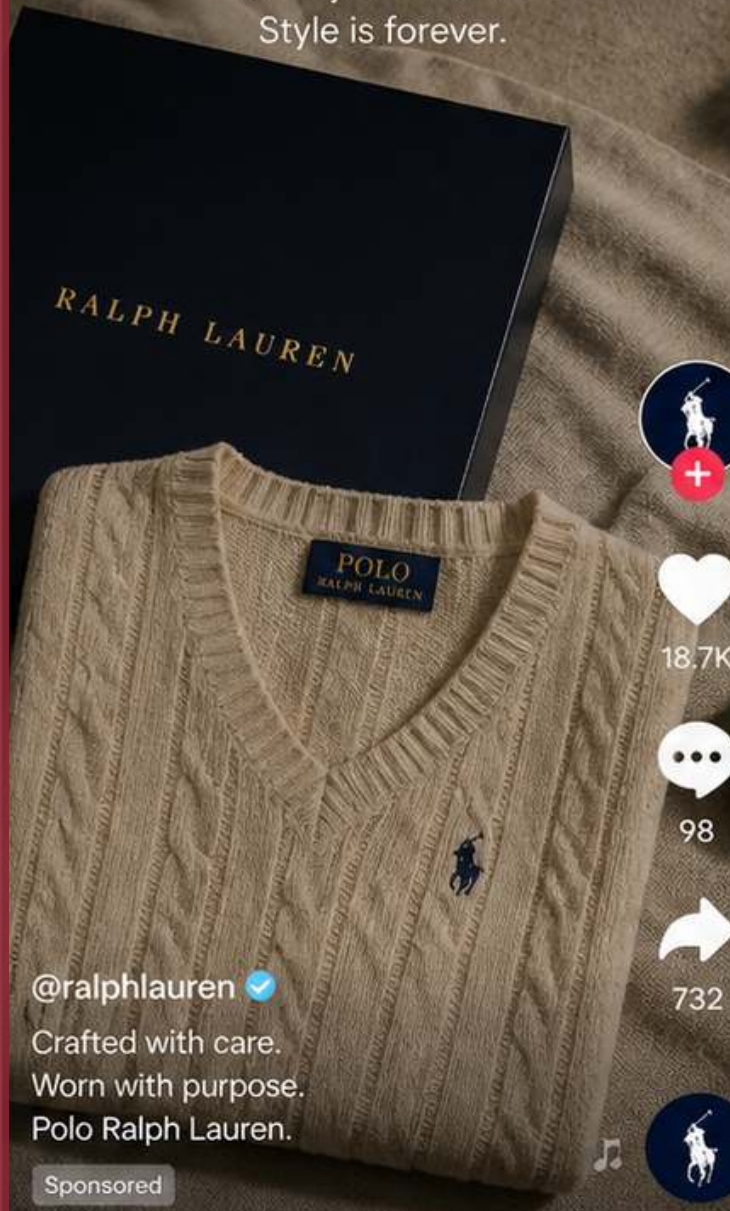
9:41

FollowingFor You

Q

RALPH LAUREN

Quality is timeless.
Style is forever.




18.7K


98


732

@ralphlauren

Crafted with care.
Worn with purpose.
Polo Ralph Lauren.

Sponsored

Shop now >

HomeFriends+InboxProfile

9:41

FollowingFor You

Q

RALPH LAUREN

Live with purpose.
Dress with timeless style.




32.1K


210


1623

@ralphlauren

From city to coastline,
timeless style
goes everywhere.

Sponsored

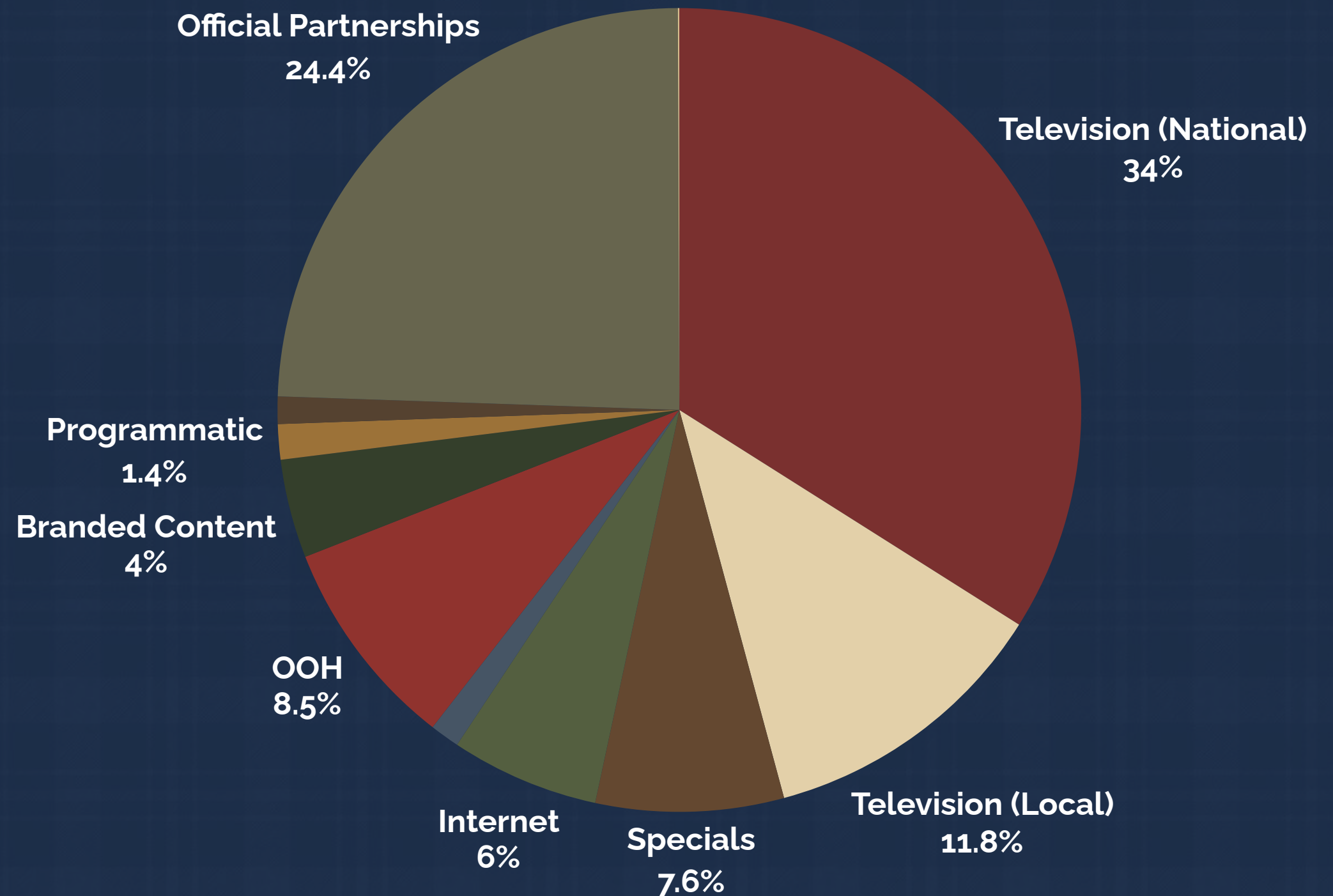
Shop now >

HomeFriends+InboxProfile

BUDGET

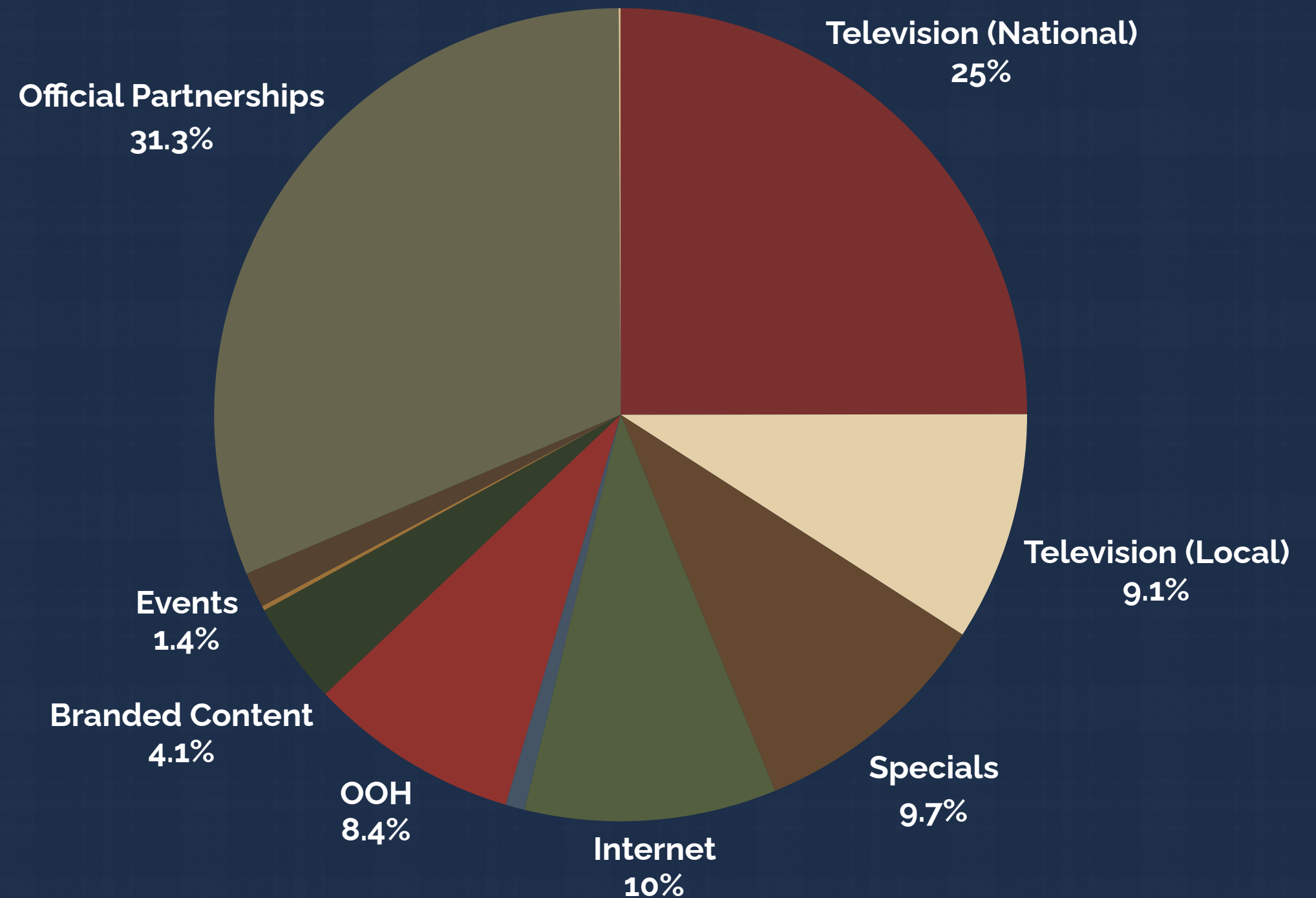
INCREMENTAL BUDGET

- Television (National) -
- Television (Local) -
- Specials -
- Internet -
- Radio/Streaming -
- Out-Of-Home -
- Branded Content -
- Programmatic -
- Events -
- Official Partnerships -
- Research & Testing -



BASE BUDGET

- Television (National) -
- Television (Local) -
- Specials -
- Internet -
- Radio/Streaming -
- Out-Of-Home -
- Branded Content -
- Programmatic -
- Events -
- Official Partnerships -
- Research & Testing -



SEASONALITY

A YEAR IN FOCUS



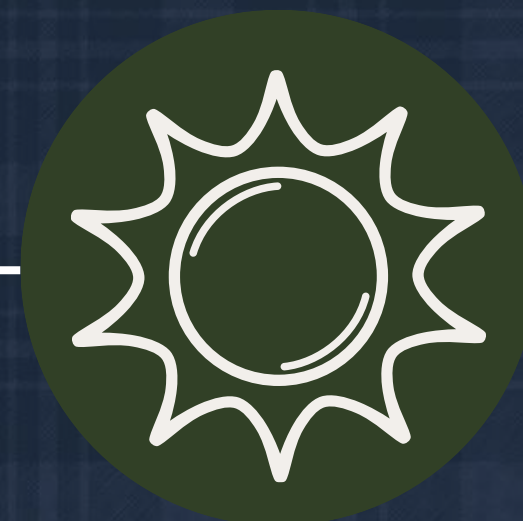
JFM

46.34%



AMJ

13.90%



JAS

12.96%



OND

26.80%

RESEARCH

RESEARCH & TESTING

- Track digital media performance by monitoring views, impressions, and click-through rates.
- Analyze engagement metrics and website traffic to evaluate the effectiveness of additional online strategies.
- Review quarterly sales reports against results from previous years to identify trends and performance patterns.
- Test and optimize campaign messages throughout the term to improve performance and audience resonance.
- Use these insights to inform and refine future strategic direction.



POLO
RALPH LAUREN

CONTENT LIST



Objectives



Share of Market



Target Audience



Personas



Geography



Communication Goals



Strategy



Specials



Programmatic



Budget



Research

OBJECTIVES

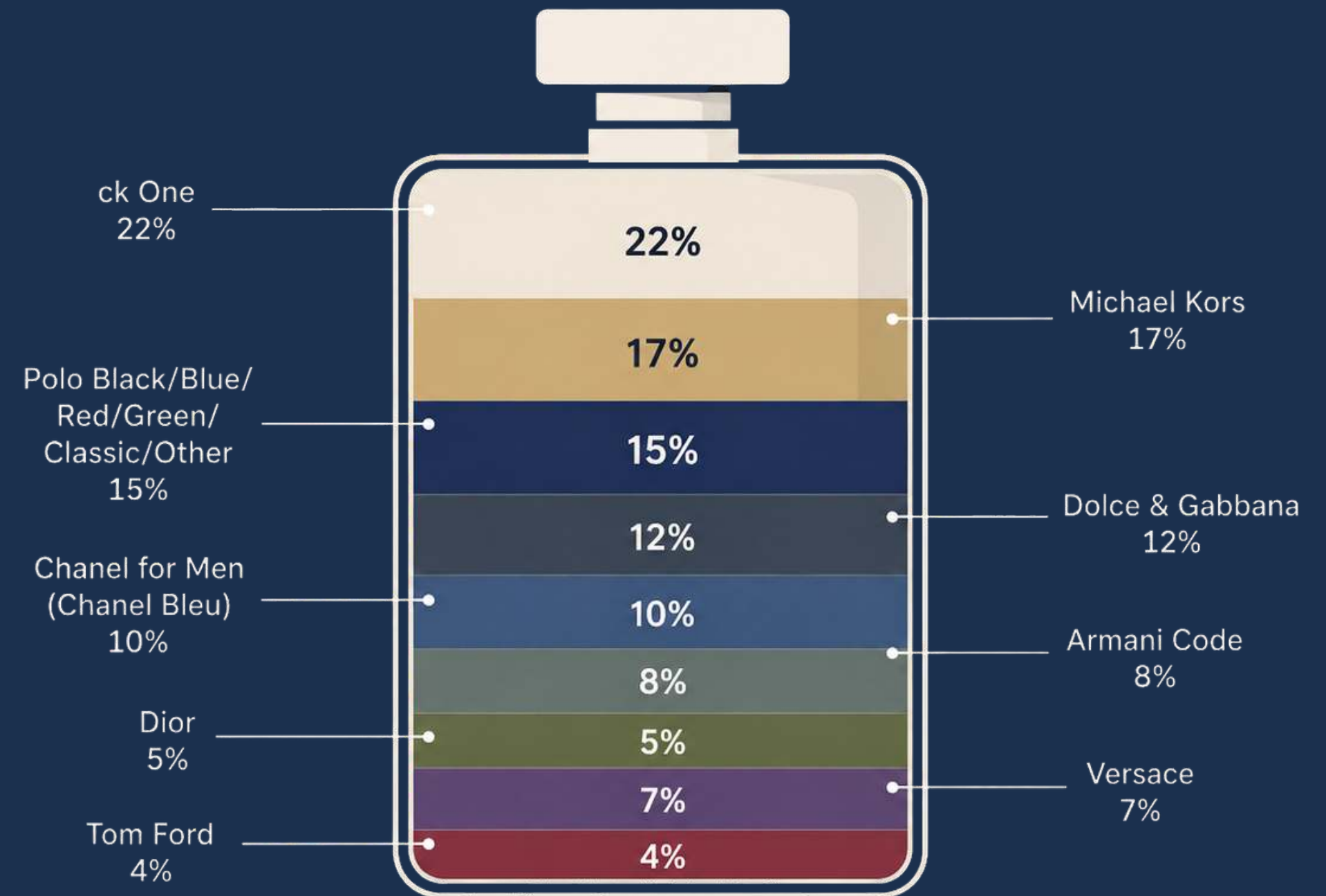
BUSINESS OBJECTIVES

- Drive incremental revenue and market share within the men's fragrance category (+10% SOM)
- Grow Gen Z awareness and trial of Ralph Lauren men's fragrance portfolio, leveraging both brand heritage and new product storytelling
- Improve conversion performance across e-commerce and key retail partners
- Ascertain the potential for rapid growth of incremental sales on a geographic basis

MARKETING OBJECTIVES

- Showcase product superiority and emotional resonance using elevated, visually rich, modern fragrance storytelling
- Encourage trial and repeat purchases via sampling programs, influencer collaborations, and immersive retail activations
- Establish Ralph Lauren Men's Fragrances as a lifestyle accessory essential to personal style and modern self-expression

SHARE OF MARKET



TARGET AUDIENCE

CK ONE

Consumers of ck One and female purchasers, aged 18-24, skewing Hispanic.

MICHAEL KORS

Consumers of Michael Kors and female purchasers, aged 25-34, skewing African American.

RALPH LAUREN

DOCLE & GABBANA

Consumers of Dolce & Gabbana and female purchasers, aged 18-24 & 45-54, skewing African American and Hispanic.

BLEU DE CHANEL

Consumers of Chanel Bleu and female purchasers, aged 18-24 & 45-54, skewing African American and Hispanic.

TARGET AUDIENCE STATEMENT

We are targeting consumers and female purchasers of all Polo Fragrance, CK One, Michael Kors, Dolce & Gabbana, & Bleu De Chanel, ages 18-54, with a skew towards African American and Hispanic consumers/purchasers.

PERSONAS



JAUNTY JALEN "JJ"

Hey everyone, my name is Jalen Johnson, but people call me JJ. I'm 21, African American, and proud to serve in the U.S. Army Reserves (198). I live in **Philadelphia, Pennsylvania** (161) while navigating life as a husband and young father to my child, who is under one (139).

I'm always watching, listening, or reading something throughout the day (265). I also spend time alone flipping through magazines in the morning (252), and I rely on them to stay up to date on fashion and trends (248). I'm also very active on my phone, obviously, using social media (123), especially Instagram (254), where I engage with content like filters and posts (137).

When it comes to style, I buy brands that reflect my image (194), and I'm willing to spend some money if it's worth it (220). I'm influenced by trends (229), celebrities (217), and social media (266), and I'm usually one of the first among my friends to try something new out (230). Fragrance is key; you've gotta smell good. I've been around and purchased multiple colognes (150, 222), usually in the \$100+ range (112), and I'm especially influenced by samples—like ones I find in magazines (215).

I love any and every sport. I especially love watching college sports (223) and the NBA (213), though with my guys. Whether it's watching games or tailgating (174), it's part of my routine. I also listen to the radio daily for music, news, and sports talk, and it strongly influences me too (218).



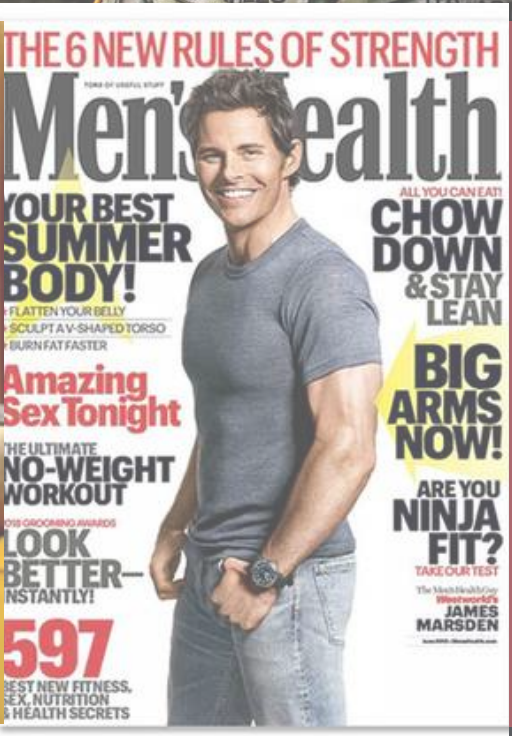
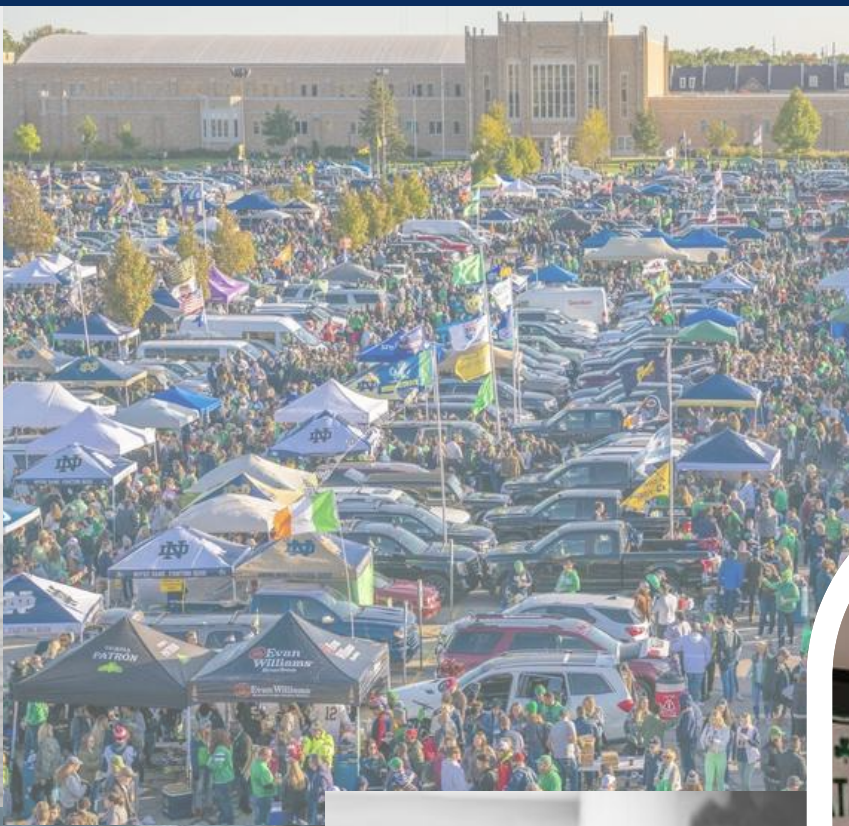
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CLASSIC CRAIG

My name is Craig. I am 48, from the suburbs of **San Francisco, California** (136), and Gen X through and through (279). I am married with kids still at home (220), and the primary earner (209). I work in management (173), and when something matters to me, I invest in it. I spend \$250 or more a year on cologne for myself (757), usually picking up one, sometimes two or three bottles (147–155). I will buy cologne as a gift too, usually in the \$50–\$99 range (247), but what I buy for myself is more considered. It is part of my routine.

Outside of work, I brew wine, beer, whatever fits the season, at least once a week, sometimes more (258–213). In the fall, you will find me tailgating (122–203) with my family. I go to auto shows when they are in town (101–142), and I am in a fantasy sports league I probably take a little too seriously (284). Now and then, I will spend a weekend at an antique market with my wife (162). I am also a regular at a pool table (230) at a sports bar I have been going to for years. My style is consistent. I gravitate toward Brooks Brothers and Kenneth Cole, classic and built to last (207–224). Most mornings, I am reading with my coffee around 9 am (152). If a fragrance ad catches my attention, there is a good chance I will be buying it online that same evening (200–231).

I am on LinkedIn (287) more than anywhere else. That is where I live professionally, and people come to me for advice on everything from business travel to what car to buy. I will post something every now and then, like a video from the go-kart track (182), but I am not scrolling TikTok. Late at night, I usually have something playing in my ears. Most nights it is either Fantasy Football Today because my league waiver wire does not manage itself (234), or Car Talk because I have been listening to it since before my kids were born and it still makes me laugh on the drive home (201). That is my wind-down.



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DRIVEN DANIELLE

Hey y'all! My name is Danielle, and I am a 28-year-old (118) African American (130) based in the Southeast (148), where I rent my home (230) in **Atlanta, Georgia**. I graduated from college with my bachelor's (124) and work full-time (123) in sales (200). I am currently engaged (312) and am the mom to three beautiful children (246). When I'm not in the office, I like to attend music festivals monthly (619), go out with my girls (152), cook (220), and create social media content at least two to three times a month (361).

This just goes to show I am a HUGE lover of all things social media! I love Instagram (254), Shutterfly (256), Snapchat (152), and TikTok (122) the most. I am also known to use filters (237), posting blogs (249) now and then. Have to look good for the followers! I'm influenced by trends (229), and I like to post reviews (357) when able because I like brands that align with my desired image (350). In the past 12 months, I've spent \$250 or more on cologne (179) and have purchased three or more bottles (222). What can I say, I like my man to smell good.

I strive for high social status (205) and aim for career success (175), but sometimes that leads to experiencing stress while trying to juggle work and my family (135). My heritage is very important to me (220), and I don't want my kids to forget where we came from. I'll admit, I am a little bit of an impulse buyer (176) and believe that designer labels can enhance someone's image (238). That's why I've taken to purchasing my fiancé's cologne.

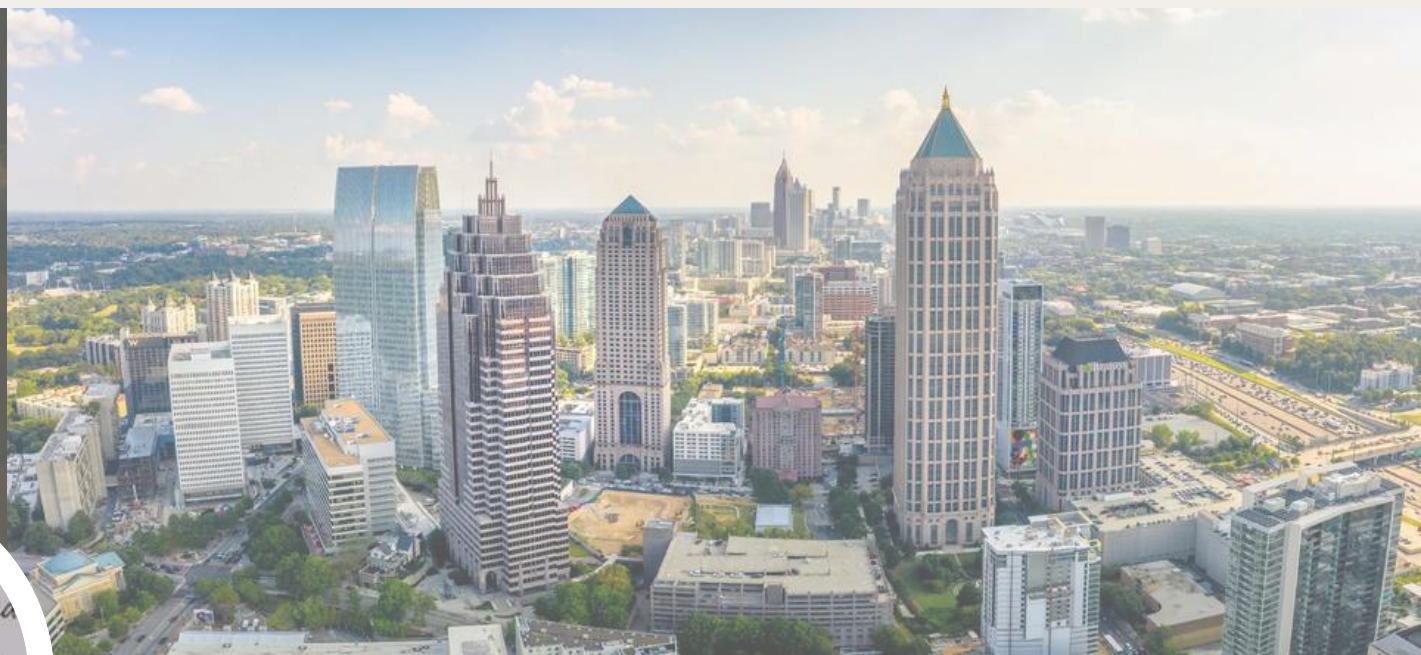
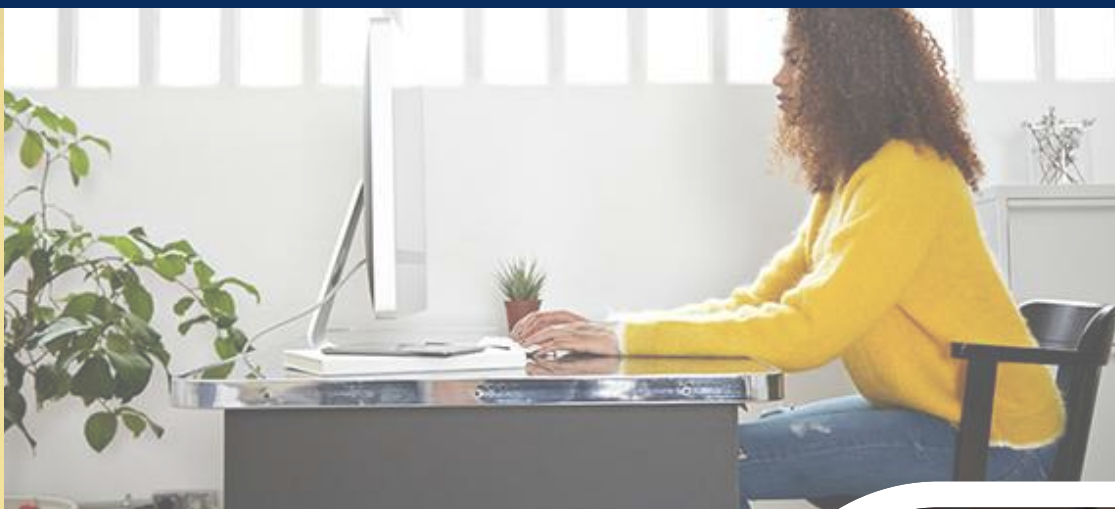


DRIVEN DANIELLE

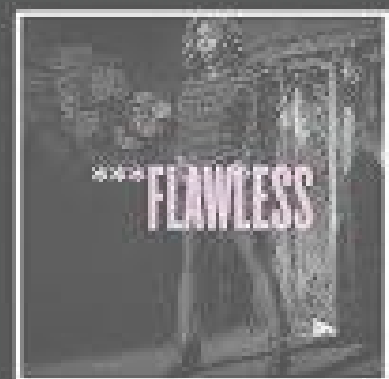
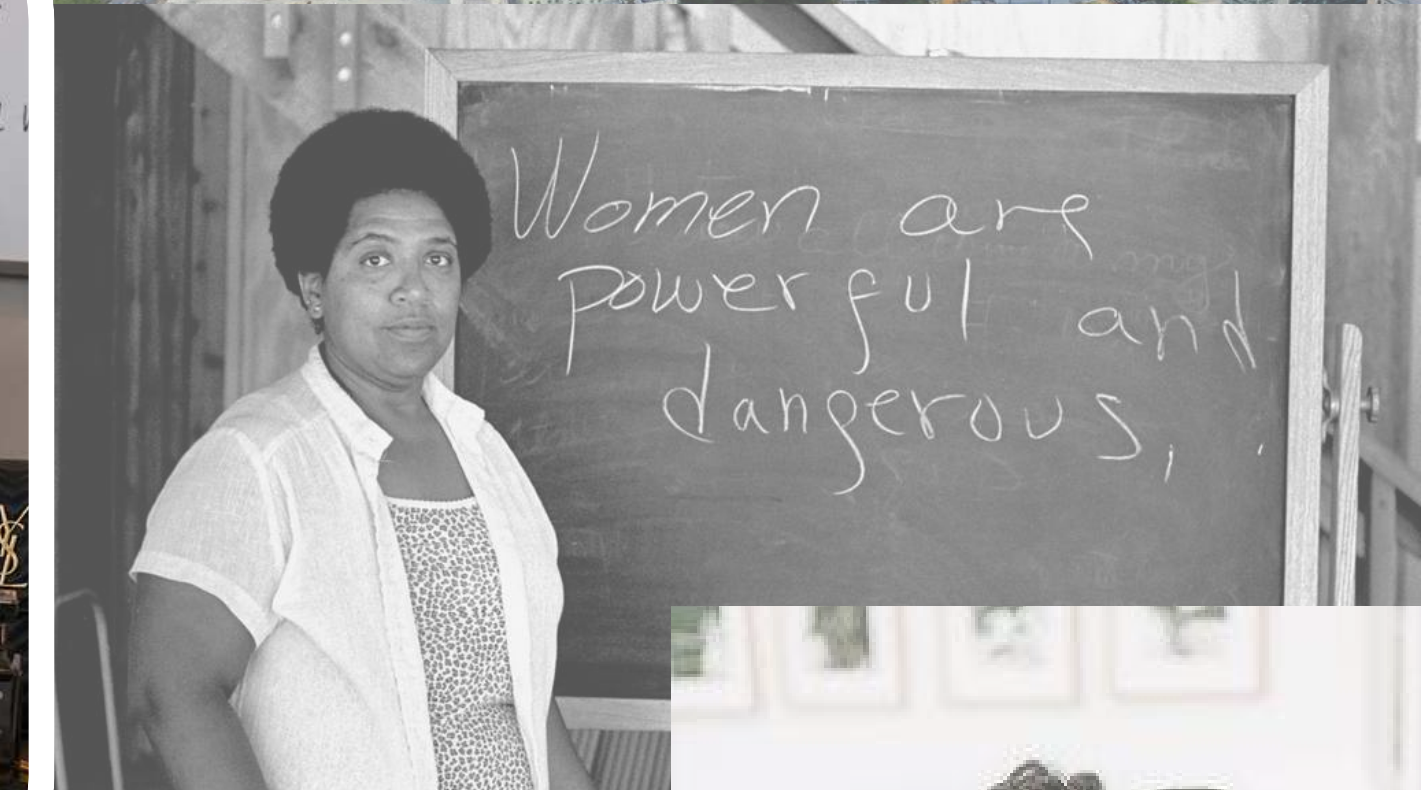
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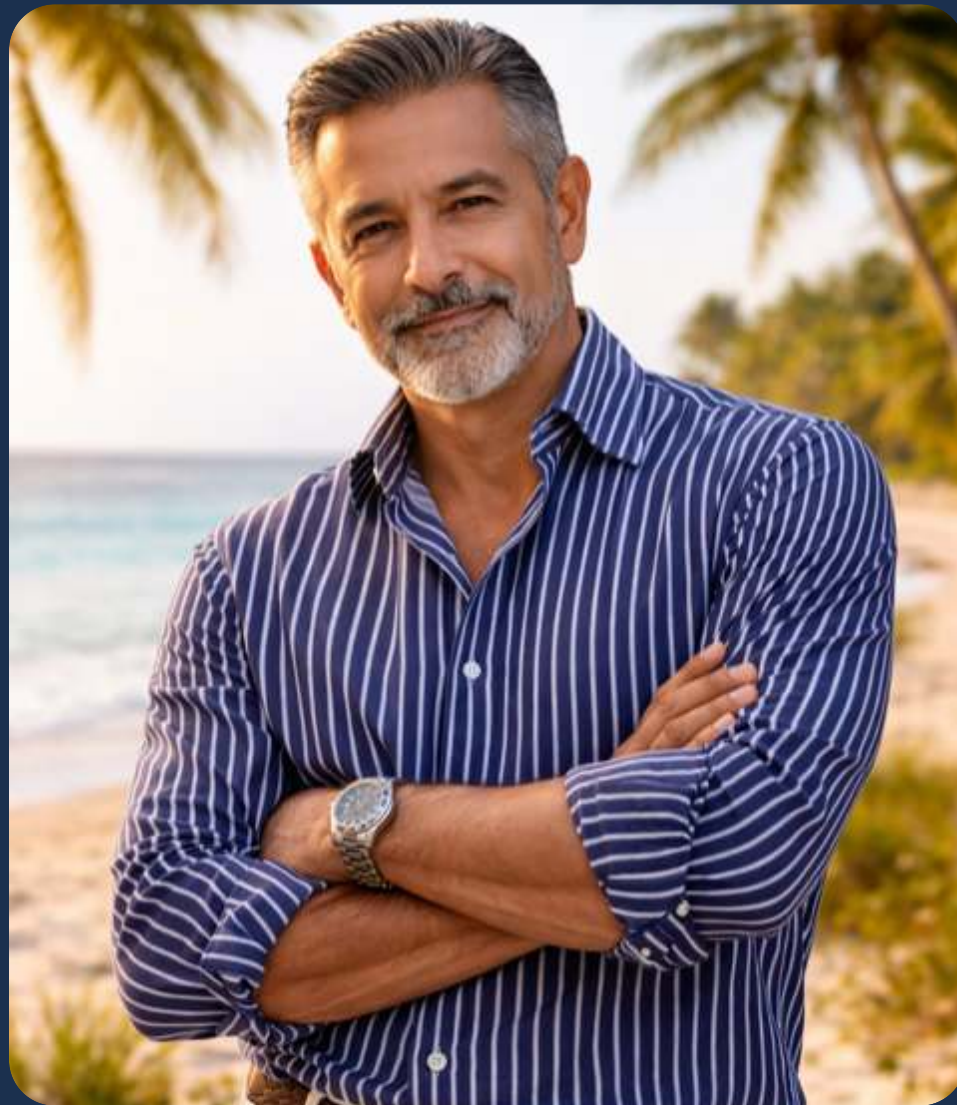


DRIVEN DANIELLE



BEYONCÉ & CHIMAMANDA NGOZI ADICHIE
***FLAWLESS



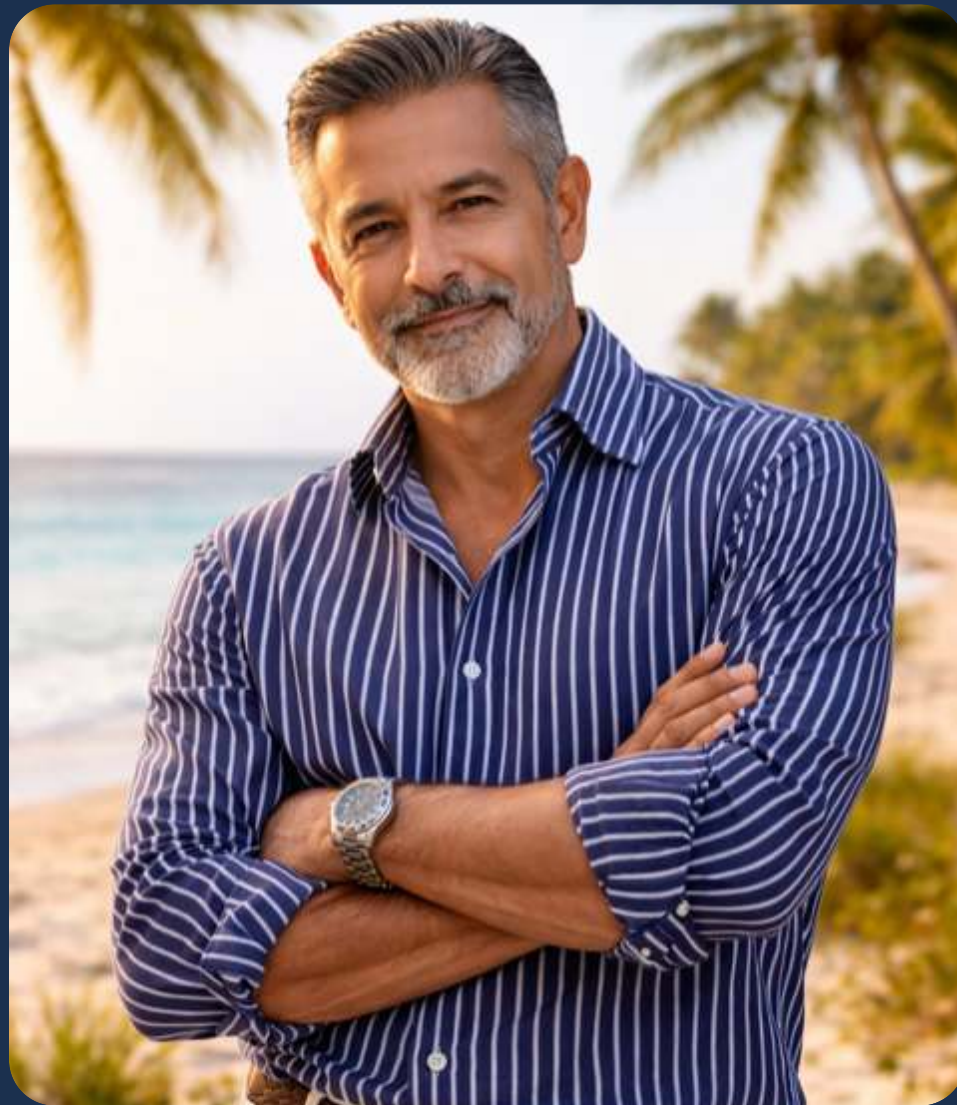


EAGER EARNESTO

My name is Ernesto Maldonado. I am 58 years old, born outside of the United States (171), and my roots go back to Cuba (232). I now live in **Miami, Florida**. I work full-time in construction and trades (281), and my household brings in over \$100,000 a year (104). I have been married for a long time, and my kids are still at home with us (183). We are a family of three or four under one roof (142). At home, we speak only Spanish (219). And every Sunday, you will find me at church (166).

I am not a man who cuts corners, especially when it comes to how I present myself. I wear Lacoste (147), Ralph Lauren (213), Hugo Boss (142), The North Face (119), Tommy Hilfiger (264). I spend \$250 or more on cologne for myself every year (191), and I buy three bottles or more, some for me and some as gifts (216-137). I believe that brand name is the best indicator of quality (239), whether it is clothing, food (212), or my prescriptions (244). Store brands? No. That is not for me (145). I drive a crossover SUV (123), a foreign one, because in my opinion, a foreign car carries more prestige than an American one (209).

Outside of work, my life is soccer. MLS, international, I watch it all (244 /173). Every morning, I sit down with a magazine and a coffee (169). I am on YouTube, LinkedIn, and Facebook, following the news and sports (156). I listen to the radio to stay current on trends (298), and I always have my eye on a good daily deal (265). When my house needs work, I hire the right people to do it (134). My friends come to me when they have questions about money (205), and I enjoy that. I have always believed that if you carry yourself with pride (127), work hard, and choose quality in everything you do (193), the world takes notice.



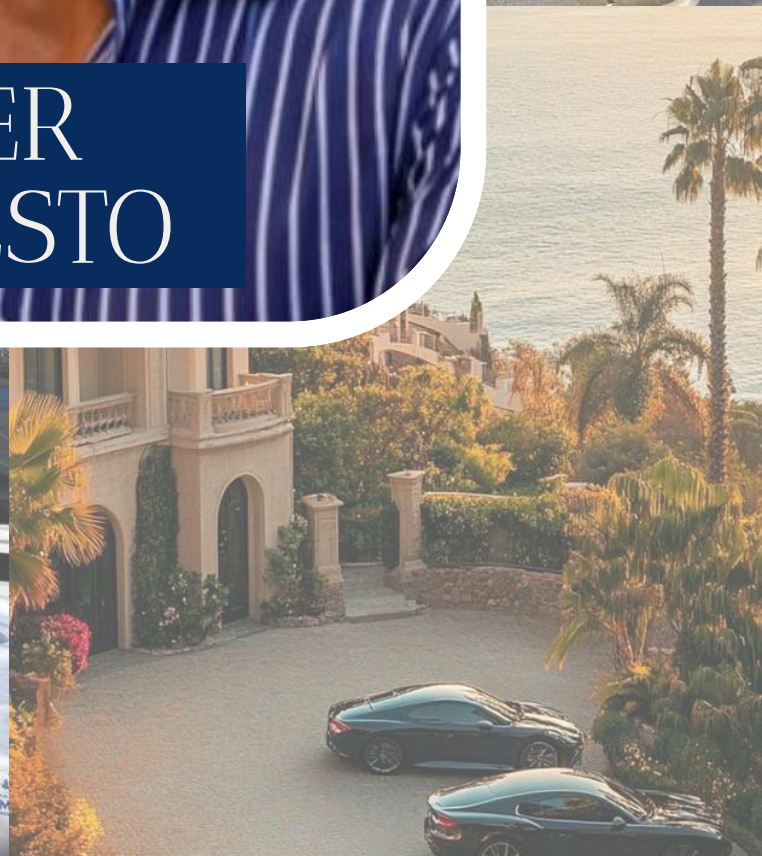
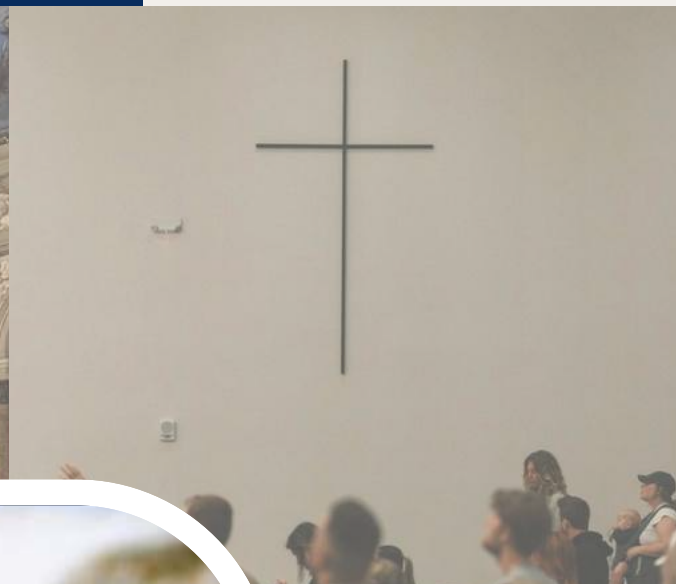
EAGER ERNESTO

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Josué 1:9
Sé fuerte y valiente;
no tengas miedo ni
te desanimas, porque
Dios estará contigo
dondequiera que vayas.

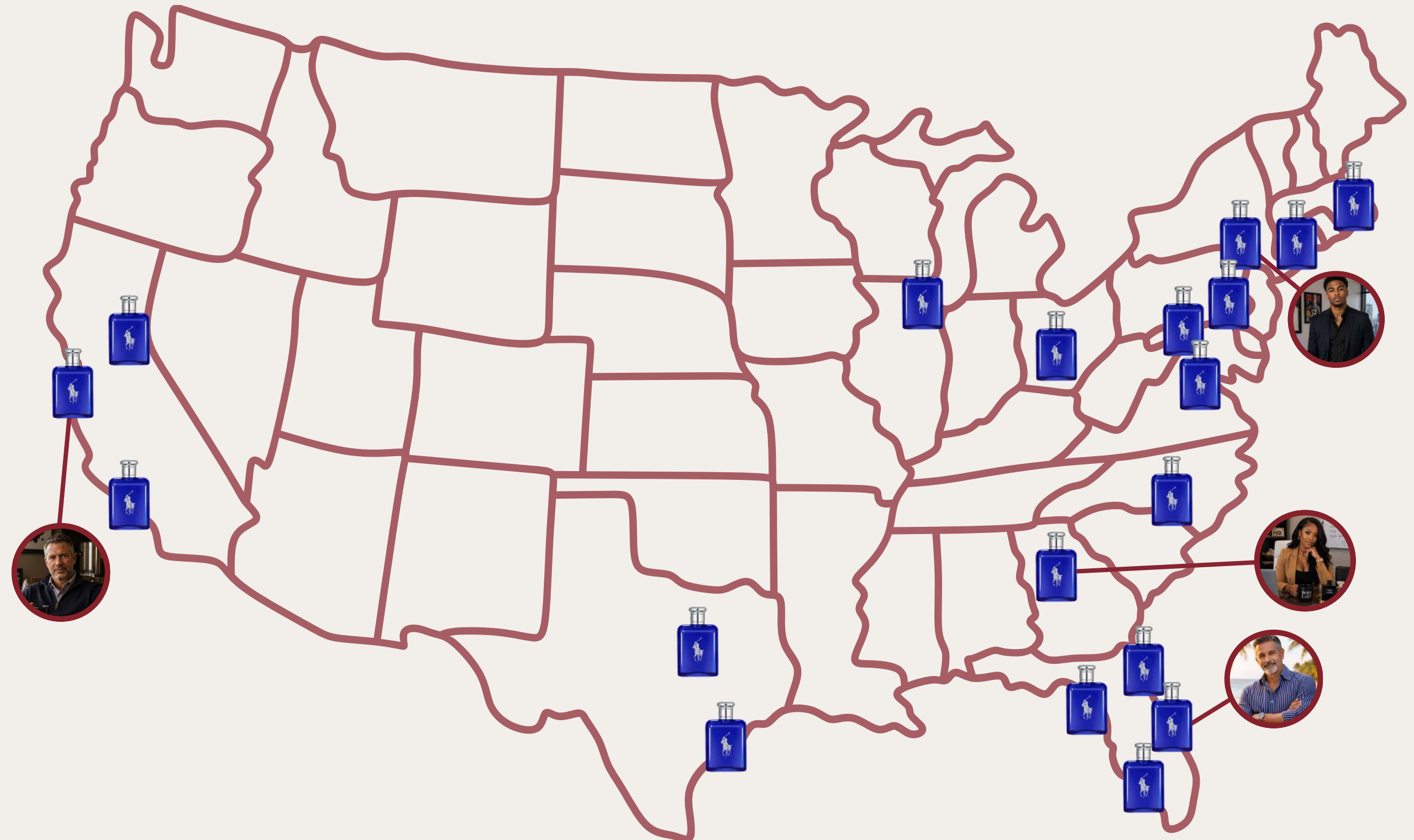


GEOGRAPHY

Ralph Lauren Fragrance Polo **Brand Sales 64.08% — Category Sales: 57.73%**

19 Cities Where BDI > 101

- New York
- Los Angeles
- Chicago
- **Philadelphia**
- Washington DC (Hargstwn)
- **Miami Ft Lauderdale**
- Dallas Ft Worth
- Houston
- **San Fransico Oak San Jose**
- Boston (Manchester)
- **Atlanta**
- Tampa St Pete (Sarasota)
- Orlando Daytona Bch Melbrn
- West Palm Beach, Fort Pierce
- Sacramento Stykton Modesto
- Baltimore
- Columbus OH
- Hartford & New Haven
- Raleigh Durham (Fayetteville)



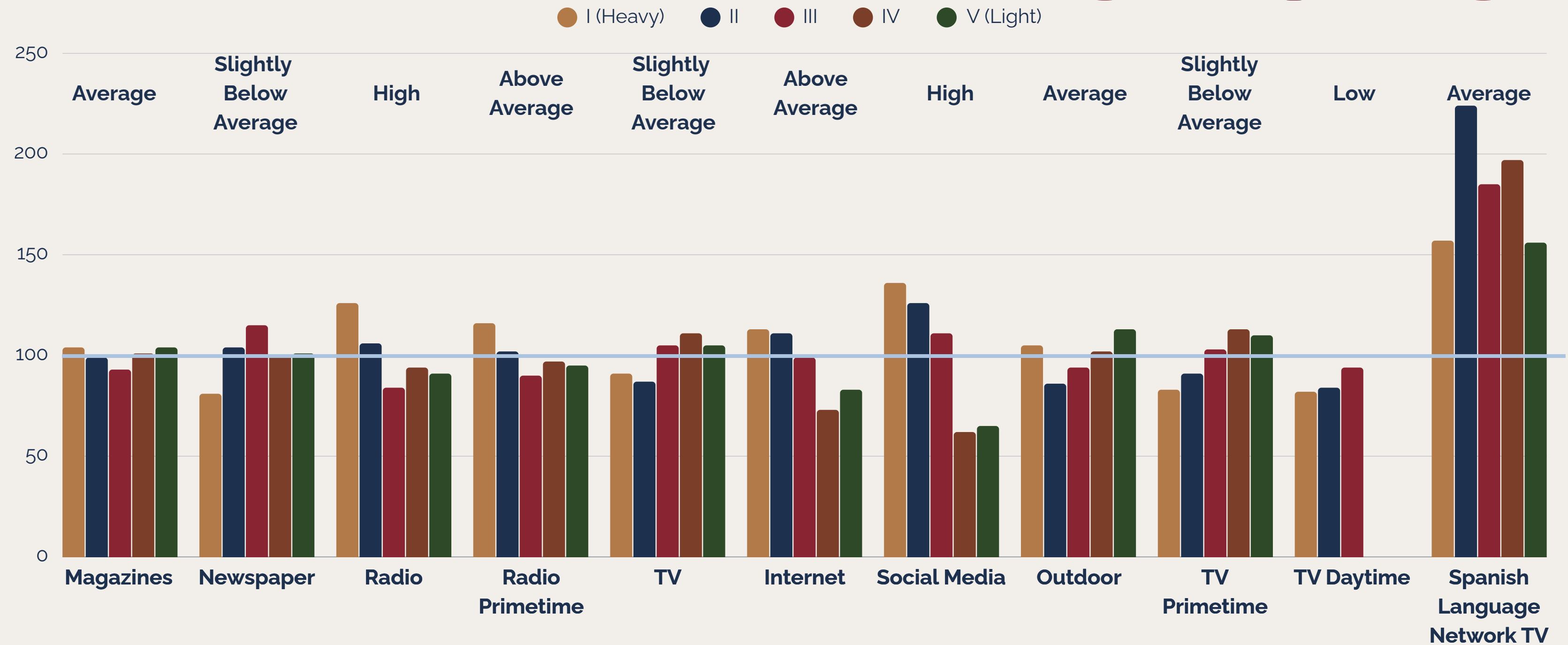
COMMUNICATION GOALS

Provide 50% reach at 3+ frequency to build and sustain awareness of Ralph Lauren Polo Fragrance for the upcoming campaign year nationally.

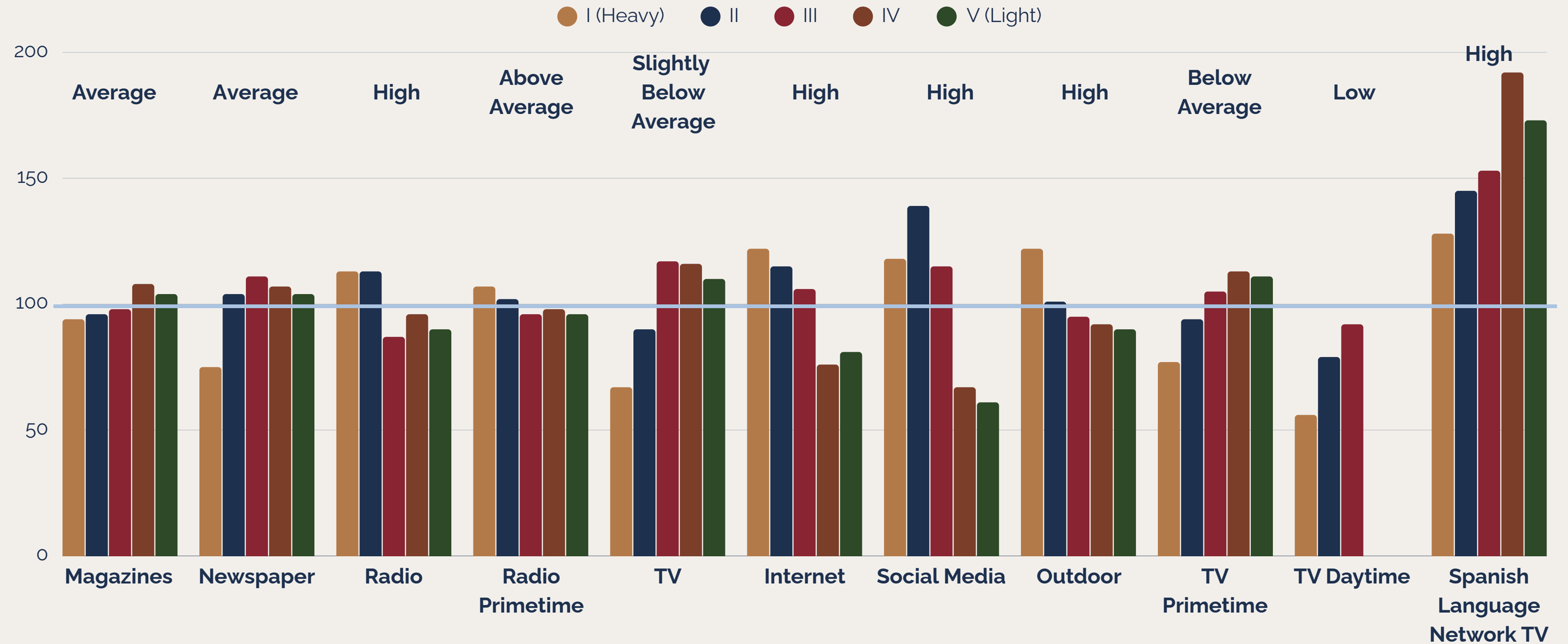
Achieve 50% reach at 6+ frequency locally at our key target DMAs to drive fragrance purchase consideration and sustain TRPs from campaign launch through the holiday gifting season.

STRATEGY

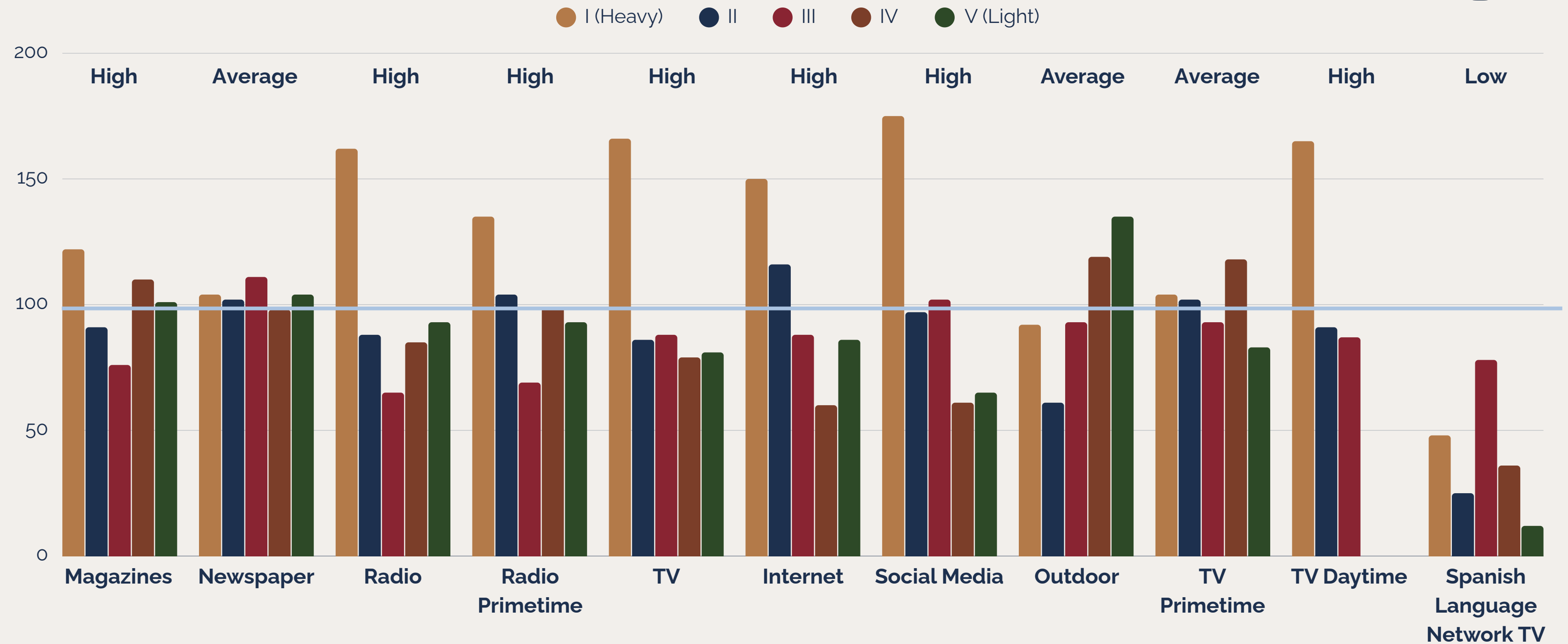
Ralph Polo Fragrance Consumer Quintiles (All)



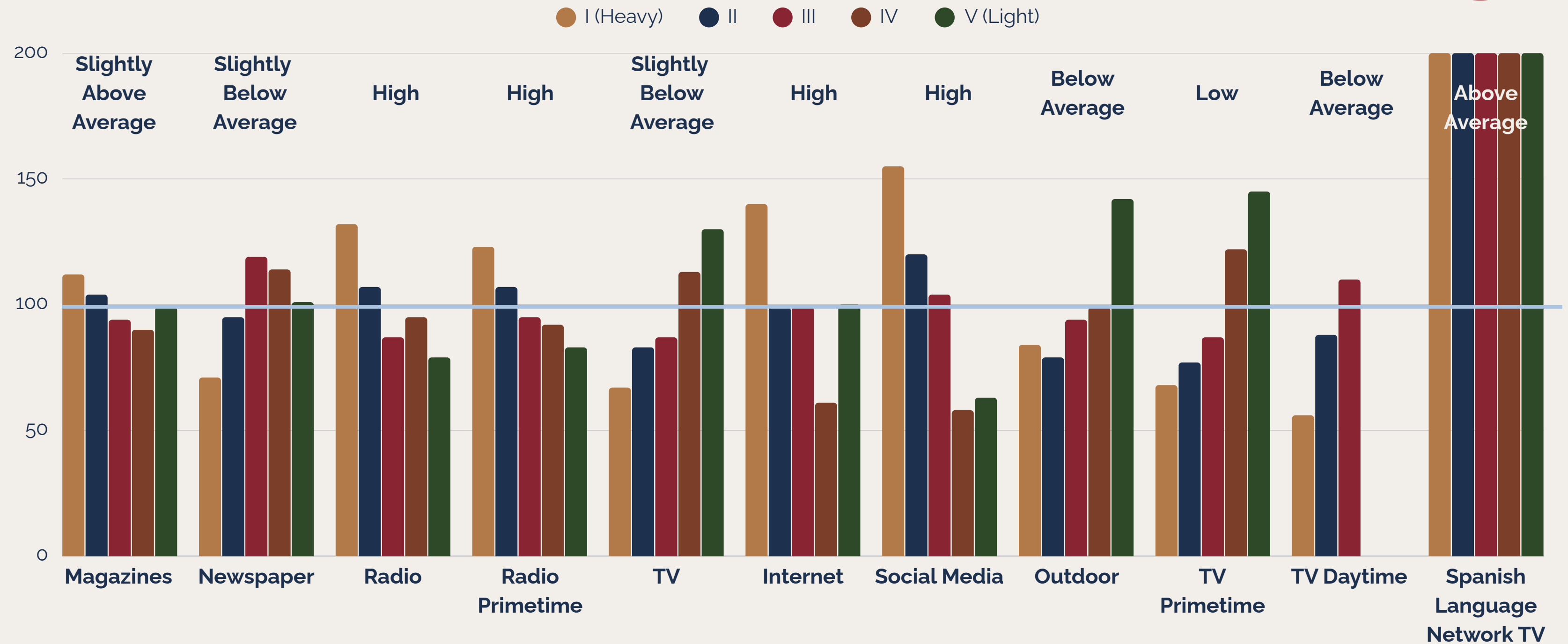
Ralph Polo Fragrance Consumer Quintiles (White Skew)



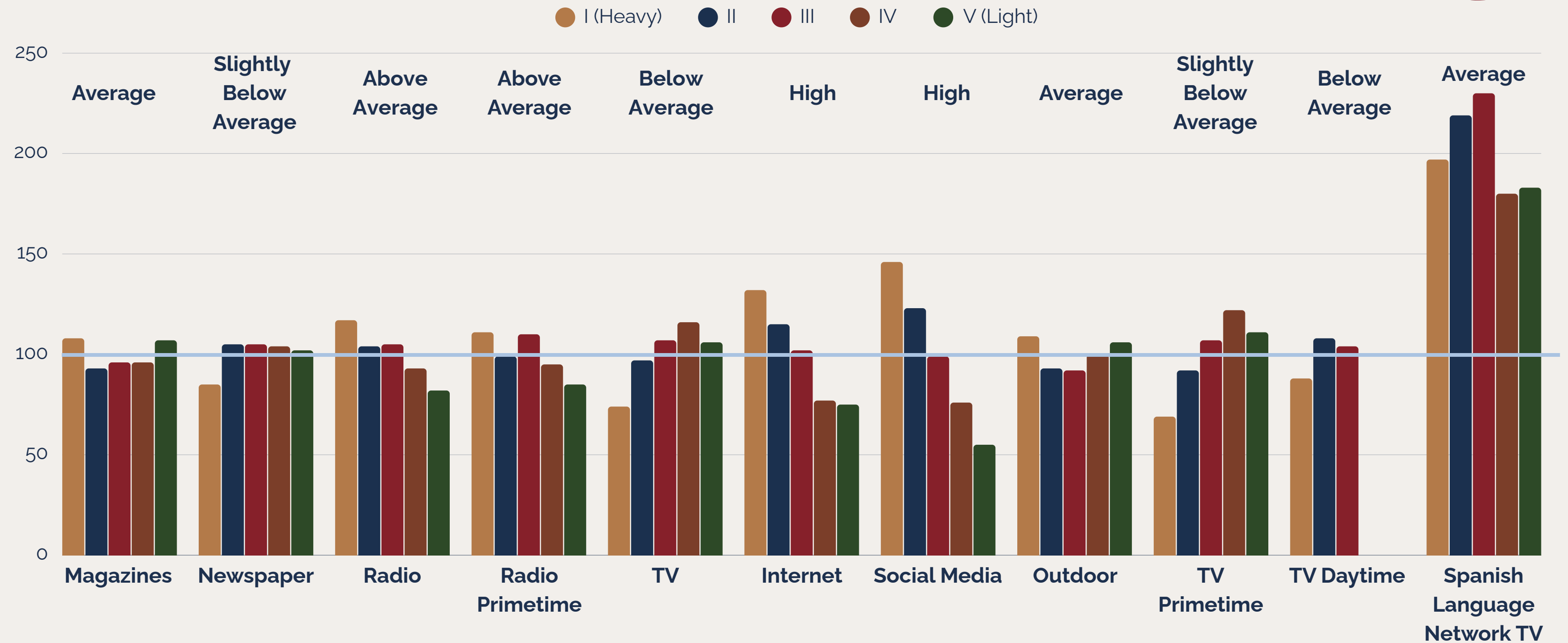
Ralph Polo Fragrance Consumer Quintiles (African American Skew)



Ralph Polo Fragrance Consumer Quintiles (Hispanic Skew)



Ralph Polo Fragrance Female Purchaser Quintiles (No Skew)



MEDIA STRATEGY STATEMENT

Our strategy focuses on high-impact media that aligns directly with our fragrance consumers and purchasers. We are utilizing a mix of national and local TV with a strong sports presence, while music partnerships and radio help extend reach. Out-of-home placements increase visibility and awareness, while a heavy social media presence drives engagement to amplify awareness across our target audience.

TELEVISION

PRIME TIME



180



217



178

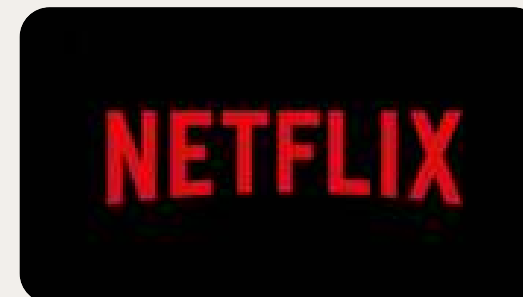


153

STREAMING



124



170



170



168

LATE NIGHT



277



453

SPORTS



151



236



224



253



151



150



200

SPANISH LANGUAGE TV



TV AZTECA®

256



ESTRELLA TV

308



UNIVERSO

286



361

RADIO

RADIO



All consumers: 144,
Female Purchasers: 136



All consumers: 135,
Female Purchasers: 122



All consumers: 100,
Female Purchasers: 107

SOCIAL

SOCIAL

All Consumers: 121
All Female Purchasers: 133



All Consumers: 134
All Female Purchasers: 148

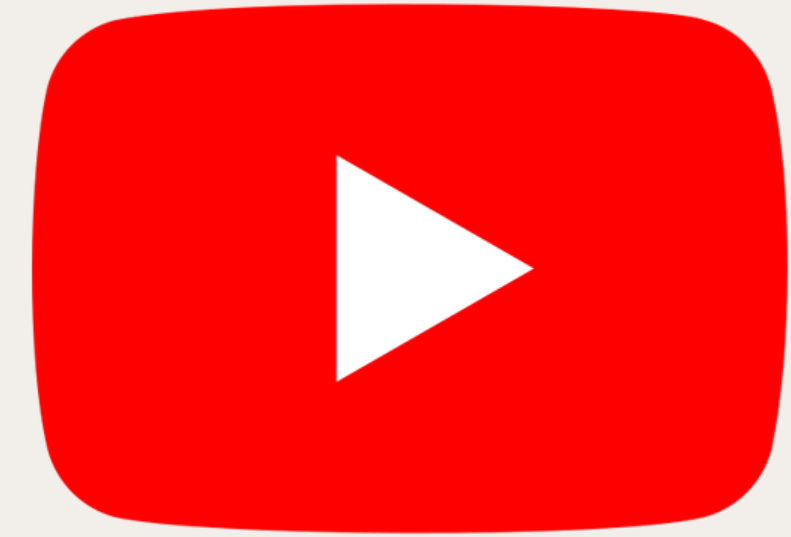


All Consumers: 94
All Female Purchasers: 105



All Consumers: 159
All Female Purchasers: 122

All Consumers: 113
All Female Purchasers: 111



SPECIALS

ESPY COMMERCIAL



All Consumers: 252, Female Purchasers: 151

SPORTS

RALPH POLO FRAGRANCES



Formula 1
MAXVERSTAPPEN



All consumers: 224, Female Purchasers: 140

RALPH LAUREN

ralphlauren

MAX
VERSTAPPEN

X

RALPH LAUREN
POLO
RED

THE FRAGRANCE



Liked by maxverstappen1 and 89,247 others

ralphlauren Speed. Precision. Confidence.

Max Verstappen x Ralph Lauren Polo Red
The fragrance for those who live life in the fast lane.

#PoloRed #MaxVerstappen

View all 134 comments

1 day ago

RALPH LAUREN

ralphlauren



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View all 134 comments

1 day ago

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ralphlauren



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Max Verstappen x Ralph Lauren Polo Red
The fragrance for those who live life in the fast lane.

#PoloRed #MaxVerstappen

View all 134 comments

1 day ago

153



2 billboards; February; Miami, Florida

RALPH POLO FRAGRANCES

X



All consumers: 262, Female Purchasers: 132

Official Sponsor of the NBA



EVENTS

RALPH POLO FRAGRANCES



POLO
RALPH LAUREN

— ❄ —
CHRISTMAS AT
ROCKEFELLER CENTER



All consumers 109, Female purchasers 102



December; Rockefeller Center, NY

Polo Pop-Up at Rockefeller Center

RALPH LAUREN
FRAGRANCES

THE
SCENT
OF THE
SEASON

FROM THE MARATHON
TO ROCKEFELLER CENTER,
FIND THE SCENT THAT
BECOMES YOUR MOMENT



One billboard in December

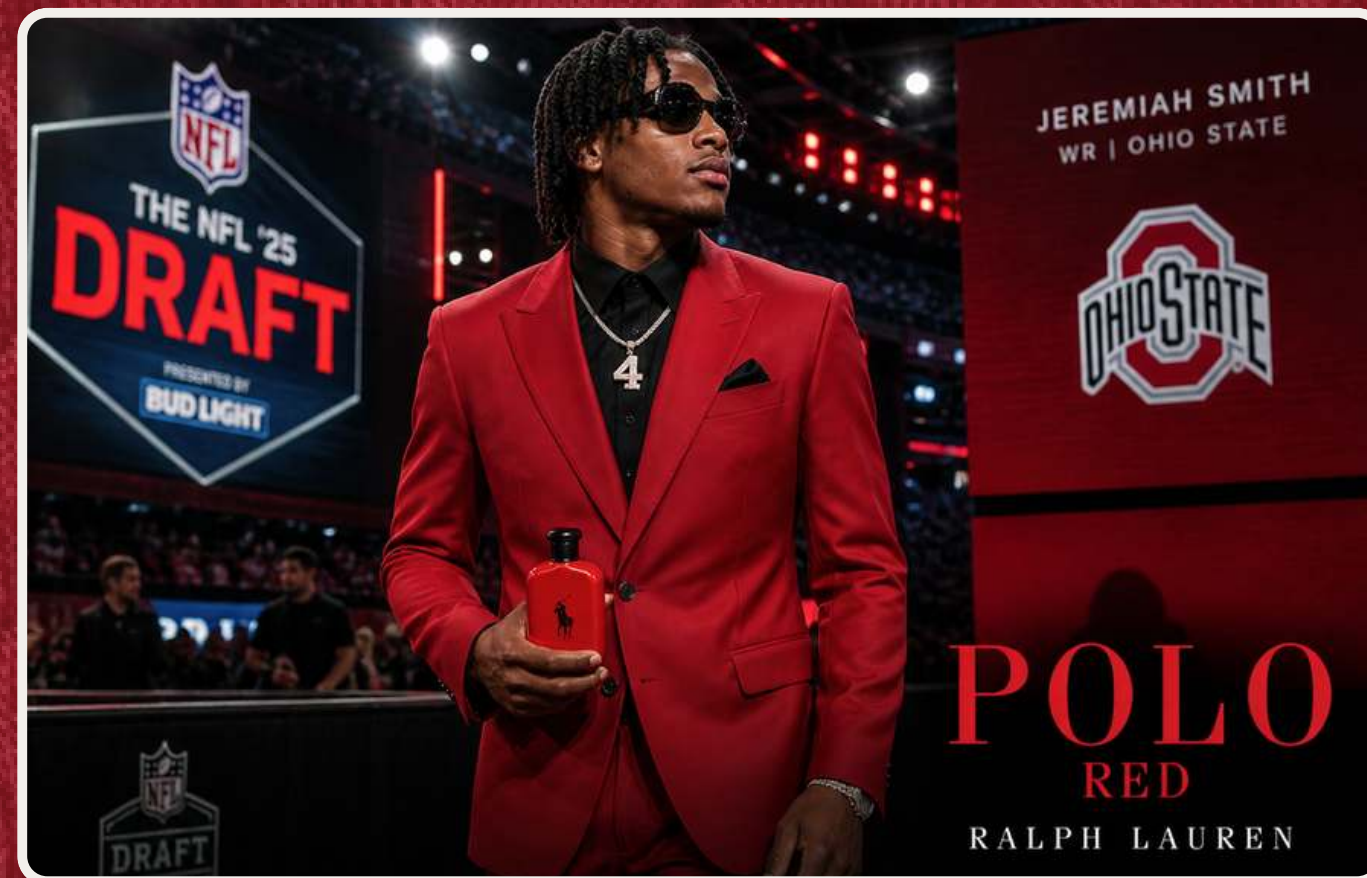
RALPH POLO FRAGRANCES

X



Consumers: 238, Female Purchasers: 129

Outfitting Jeremiah Smith for 2027 NFL Draft



1 billboards; March, April; Washington D.C.

RALPH POLO FRAGRANCES

X

ROBERT PATTINSON



Consumers: 120, Female Purchasers: 141

Outfitting Robert Pattinson for the Batman Movie Premiere



MUSIC

RALPH POLO FRAGRANCES

X



All consumers: 139, Female purchasers: 139

Home

Search

Your Library

Create Playlist

Liked Songs

POLO RED

POLO BLUE

POLO GREEN

POLO BLACK

A PLAYLIST BY
RALPH LAUREN

POLO RED

THE BOLD PLAYLIST

High energy. Unapologetic.
Made to stand out.

Listen to what confidence smells like.

#	TITLE	ARTIST	
1	POWER	Kanye West	4:52
2	CAN'T HOLD US	Macklemore & Ryan Lewis	4:18
3	HUMBLE.	Kendrick Lamar	2:57

POWER
Kanye West

Home

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POLO RED

POLO BLUE

POLO GREEN

POLO BLACK

A PLAYLIST BY
RALPH LAUREN

POLO BLUE

THE ICONIC PLAYLIST

Fresh. Timeless.
Effortlessly confident.

Listen to what confidence smells like.

#	TITLE	ARTIST	
1	OCEAN EYES	Billie Eilish	3:20
2	WAVES	Mr. Probz	2:54
3	RIDE	Twenty One Pilots	3:34

OCEAN EYES
Billie Eilish

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POLO RED

POLO BLUE

POLO GREEN

POLO BLACK

A PLAYLIST BY
RALPH LAUREN

POLO GREEN

THE CLASSIC PLAYLIST

Heritage. Prestige.
Always in style.

Listen to what confidence smells like.

#	TITLE	ARTIST	
1	MR. BRIGHTSIDE	The Killers	3:42
2	SWEATER WEATHER	The Neighbourhood	4:00
3	BUDAPEST	George Ezra	3:21

MR. BRIGHTSIDE
The Killers

Home

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Liked Songs

POLO RED

POLO BLUE

POLO GREEN

POLO BLACK

A PLAYLIST BY
RALPH LAUREN

POLO BLACK

THE INTENSE PLAYLIST

Mysterious. Sophisticated.
Leave a lasting impression.

Listen to what confidence smells like.

#	TITLE	ARTIST	
1	THE HILLS	The Weeknd	4:02
2	DARK PARADISE	Lana Del Rey	4:03
3	STYLE	Taylor Swift	3:51

THE HILLS
The Weeknd

Home

Search

Your Library

RALPH POLO FRAGRANCES

X

 Music



All consumers: 147, Female purchasers: 143

Apple Music

Search

Listen Now

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Radio

Library

Recently Added

Artists

Albums

Songs

Made for You

Playlists

All Playlists

Favorites

Chill

Focus

Dinner Party

Sunday Morning

Polo Green

Gym

PLAYLIST

POLO GREEN

TIMELESS CLASSICS.
CLEAN ENERGY.

50 SONGS

PLAYLIST

Polo Green

Timeless classics. Clean energy.

50 SONGS • 3 HRS 12 MIN

It's not just what you wear. It's how you live.
A collection of late nights, leather-bound books,
quiet confidence, and timeless style.

Play

Shuffle

+

...

SONG	ARTIST	ALBUM	TIME	
Fly Me to the Moon	Frank Sinatra	Nothing But The Best	2:27	...
Almost Blue	Chet Baker	Chet Baker Sings	2:54	...
Blue in Green	Miles Davis	Kind of Blue	5:37	...
No Ordinary Love	Sade	Love Deluxe	7:19	...
Earned It	The Weeknd	Beauty Behind the Madness	4:37	...
Secret Garden	Bruce Springsteen	Tunnel of Love	4:24	...
Wild Horses	The Rolling Stones	Sticky Fingers	5:41	...
Apocalypse	Cigarettes After Sex	Cigarettes After Sex	4:50	...

Blue in Green
Miles Davis

Apple Music

Search

Listen Now

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Radio

Library

Recently Added

Artists

Albums

Songs

Made for You

Playlists

All Playlists

Favorites

Chill

Focus

Late Nights

Sunday Morning

Polo Green

Polo Blue

Polo Black

Workout

PLAYLIST

POLO BLACK

CONFIDENCE. AMBITION.
NO COMPROMISE.

50 SONGS

PLAYLIST

Polo Black

Confidence. Ambition. No compromise.

50 SONGS • 3 HRS 18 MIN

For the driven, the focused, the untoppable.
A soundtrack for making moves and leaving a legacy.

Play

Shuffle

+

...

SONG	ARTIST	ALBUM	TIME	
Seven Nation Army	The White Stripes	Elephant	3:51	...
The Man	The Killers	Wonderful Wonderful	4:10	...
Can't Tell Me Nothing	Kanye West	Graduation	4:31	...
Stronger	Kanye West	Graduation	5:11	...
Lose Yourself	Eminem	8 Mile (Soundtrack)	5:26	...
Power	Kanye West	My Beautiful Dark Twisted Fantasy	4:52	...
Uptown Funk (feat. Bruno Mars)	Mark Ronson	Uptown Special	4:30	...
No Church in the Wild (feat. Frank Ocean)	JAY-Z & Kanye West	Watch the Throne	4:32	...
Mind Playing Tricks on Me	Geto Boys	We Can't Be Stopped	5:08	...
Black Skinhead	Kanye West	Yeezus	3:08	...

The Man
The Killers

Apple Music

Search

Listen Now

Browse

Radio

Library

Recently Added

Artists

Albums

Songs

Made for You

Playlists

All Playlists

Favorites

Chill

Focus

Late Nights

Sunday Morning

Polo Blue

Workout

PLAYLIST

POLO BLUE

SMOOTH NIGHTS.
ENDLESS VIBES.

50 SONGS

PLAYLIST

Polo Blue

Smooth nights. Endless vibes.

50 SONGS • 3 HRS 7 MIN

A blend of cool classics and modern grooves.
Made for late nights, city lights, and open roads.

Play

Shuffle

+

...

SONG	ARTIST	ALBUM	TIME	
Ocean Eyes	Billie Eilish	Don't Smile At Me	3:20	...
The Less I Know The Better	Tame Impala	Currents	3:36	...
Nightcall	Kavinsky	OutRun	4:18	...
Do I Wanna Know?	Arctic Monkeys	AM	4:32	...
Call It Fate, Call It Karma	The Strokes	Comedown Machine	3:24	...
Lost	Frank Ocean	Channel ORANGE	3:54	...
Blue in Green	Miles Davis	Kind of Blue	5:37	...
A Real Hero	College & Electric Youth	Drive (Original Motion Pictur...	4:27	...
Midnight City	M83	Hurry Up, We're Dreaming	4:03	...
Something in the Way	Nirvana	Nevermind (Deluxe Edition)	3:52	...

Ocean Eyes
Billie Eilish

Apple Music

Search

Listen Now

Browse

Radio

Library

Recently Added

Artists

Albums

Songs

Made for You

Playlists

All Playlists

Favorites

Chill

Focus

Late Nights

Sunday Morning

Polo Green

Polo Blue

Polo Red

Workout

PLAYLIST

POLO RED

BOLD PASSION.
FEARLESS ENERGY.

50 SONGS

PLAYLIST

Polo Red

Bold passion. Fearless energy.

50 SONGS • 3 HRS 14 MIN

High energy and undeniable confidence.
A playlist for those who live life in the fast lane.

Play

Shuffle

+

...

SONG	ARTIST	ALBUM	TIME	
Lose Yourself	Eminem	8 Mile (Soundtrack)	5:26	...
Stronger	Kanye West	Graduation	5:11	...
Can't Hold Us (feat. Ray Dalton)	Macklemore & Ryan Lewis	The Heist (Deluxe Edition)	4:18	...
Till I Collapse	Eminem, Nate Dogg	The Eminem Show	4:57	...
Run This Town (feat. Rihanna & Kanye West)	JAY-Z, Kanye West, Rihanna	The Blueprint 3	4:27	...
Power	Kanye West	My Beautiful Dark Twisted Fantasy	4:52	...
Heartless	Kanye West	808s & Heartbreak	3:31	...
DNA	Kendrick Lamar	DAMN.	3:05	...
No Church in the Wild (feat. Frank Ocean)	JAY-Z & Kanye West	Watch the Throne	4:32	...
Mercy (feat. Big Sean, Pusha T & 2 Chainz)	Kanye West	Kanye West Presents G.O.O.D. Music...	5:32	...

Run This Town (feat. Rihanna & Kanye West)
JAY-Z, Kanye West, Rihanna

MAGAZINES

RALPH POLO FRAGRANCES

BG
BRIDAL GUIDE



Consumers: 42, Female Purchasers: 173

March / April & Sep / Oct. Issue (2 Full Pages)

THE #1 BRIDAL MAGAZINE

SUMMER/SPRING 2025

BRIDAL GUIDE

BEST DRESSES
For Every Love Story

50+
WAYS TO PERSONALIZE YOUR DAY

REAL WEDDINGS
Inside Celebrations We Love

LOVE STARTS HERE
Everything You Need for Your Happily Ever After

2025 WEDDING TRENDS
You'll Want to Steal

0 71658 07230 5

THE DAY YOU'VE PLANNED.
THE MAN YOU LOVE.

THE SCENT YOU'LL NEVER FORGET.

Close your eyes and imagine your fiancé on your wedding day.

Confident. Refined. Unforgettable.

This is how he could smell with Ralph Lauren Men's Fragrance.

SCRATCH & SNIFF


RALPH LAUREN POLO RED
Bold. Passionate. Unforgettable.


RALPH LAUREN POLO BLUE
Fresh. Clean. Timeless.


RALPH LAUREN POLO BLACK
Smooth. Sophisticated. Magnetic.



RALPH LAUREN
MEN'S FRAGRANCE
The finishing touch to forever.

BRIDAL GUIDE ONLINE VERSION

THE #1 BRIDAL MAGAZINE

BRIDAL GUIDE

SUBSCRIBE SHOP

REAL WEDDINGS FASHION BEAUTY PLANNING REGISTRY HONEYMOONS LOCAL VENDORS

LOVE STARTS HERE

Everything You Need for Your Happily Ever After

START PLANNING



2025 WEDDING TRENDS You'll Want to Steal

REAL WEDDINGS

Stunning Celebrations to Inspire Your Big Day

EXPLORE REAL WEDDINGS >



FIND YOUR PERFECT DRESS

The latest styles from today's top designers

BROWSE DRESSES >



PLAN WITH CONFIDENCE

Expert advice & checklists for every step of the way

VISIT PLANNING HUB >



THE SCENT YOU'LL NEVER FORGET.

Create a signature moment with Ralph Lauren Men's Fragrances.

SHOP THE COLLECTION >



POLO RED
Bold. Passionate.
Unforgettable.



POLO BLUE
Fresh. Clean.
Timeless.



POLO BLACK
Smooth. Sophisticated.
Magnetic.



THE DAY YOU'VE PLANNED. THE MAN YOU LOVE.

Find the perfect look for him.

SHOP GROOM STYLE >

BE THE FIRST TO KNOW

Get exclusive inspiration, trends, and offers delivered to your inbox.

Enter your email address SIGN UP

RALPH POLO FRAGRANCES

GQ

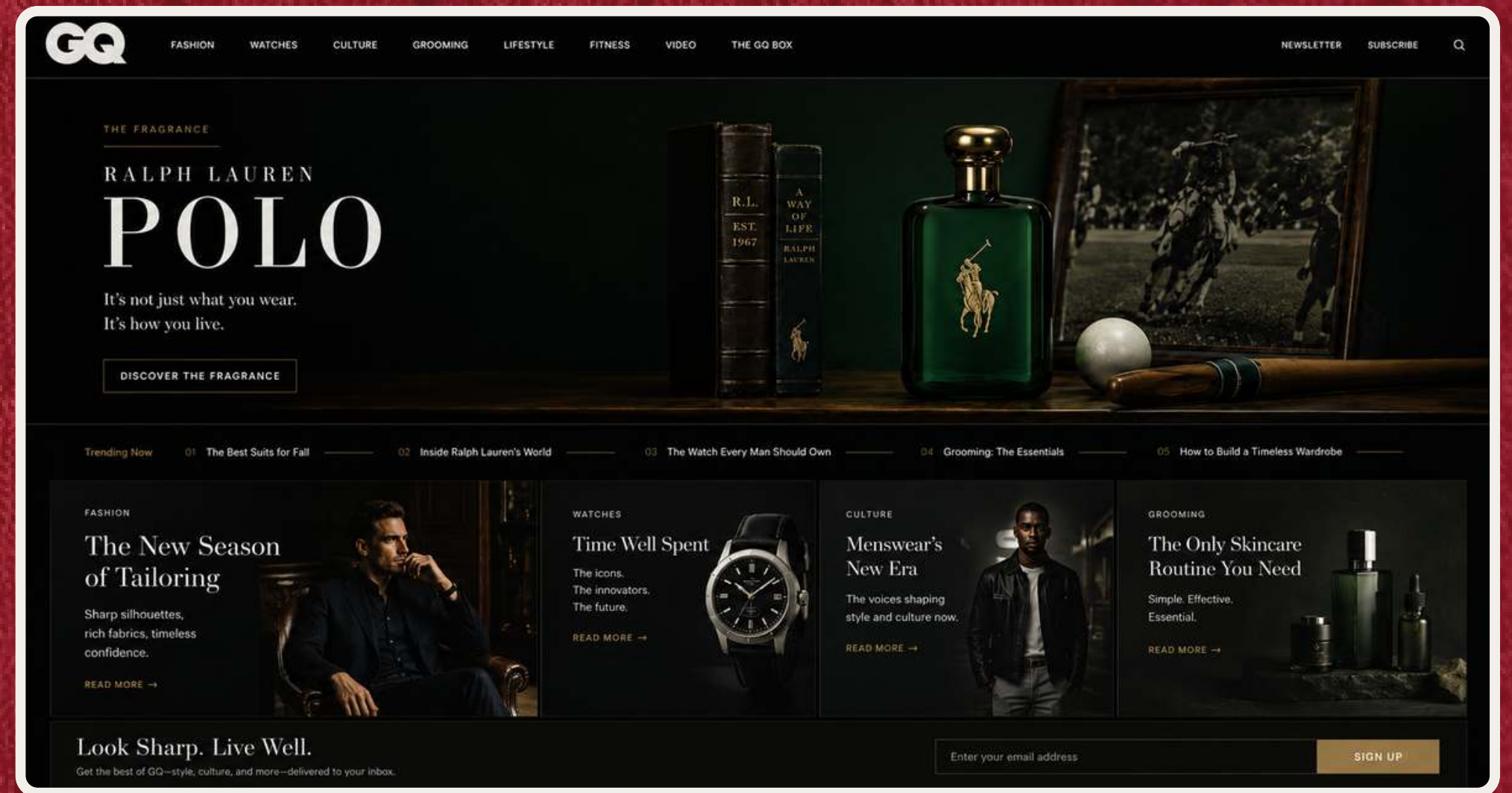


Consumers: 260 Purchasers: 172

October Issue (Cover 4)



GQ Online Version



OUT OF HOME



Billboards

All Consumers: 103

All Female Purchasers: 101

All DMAs (2)

Boston, Atlanta, NYC (1)



Bus Wraps

All Consumers: 121

All Female Purchasers: 114

Atlanta, Georgia (1)



Airport Advertising
All Consumers: 199
All Female Purchasers: 182

O'Hare (Chicago) - February
DFW (Dallas) - June
LaGuardia (New York) - December



PROGRAMATIC

PROGRAMMATIC STATEMENT

We will be using high-traffic digital platforms based on male consumers & female purchasers ages 18-54 preferences.

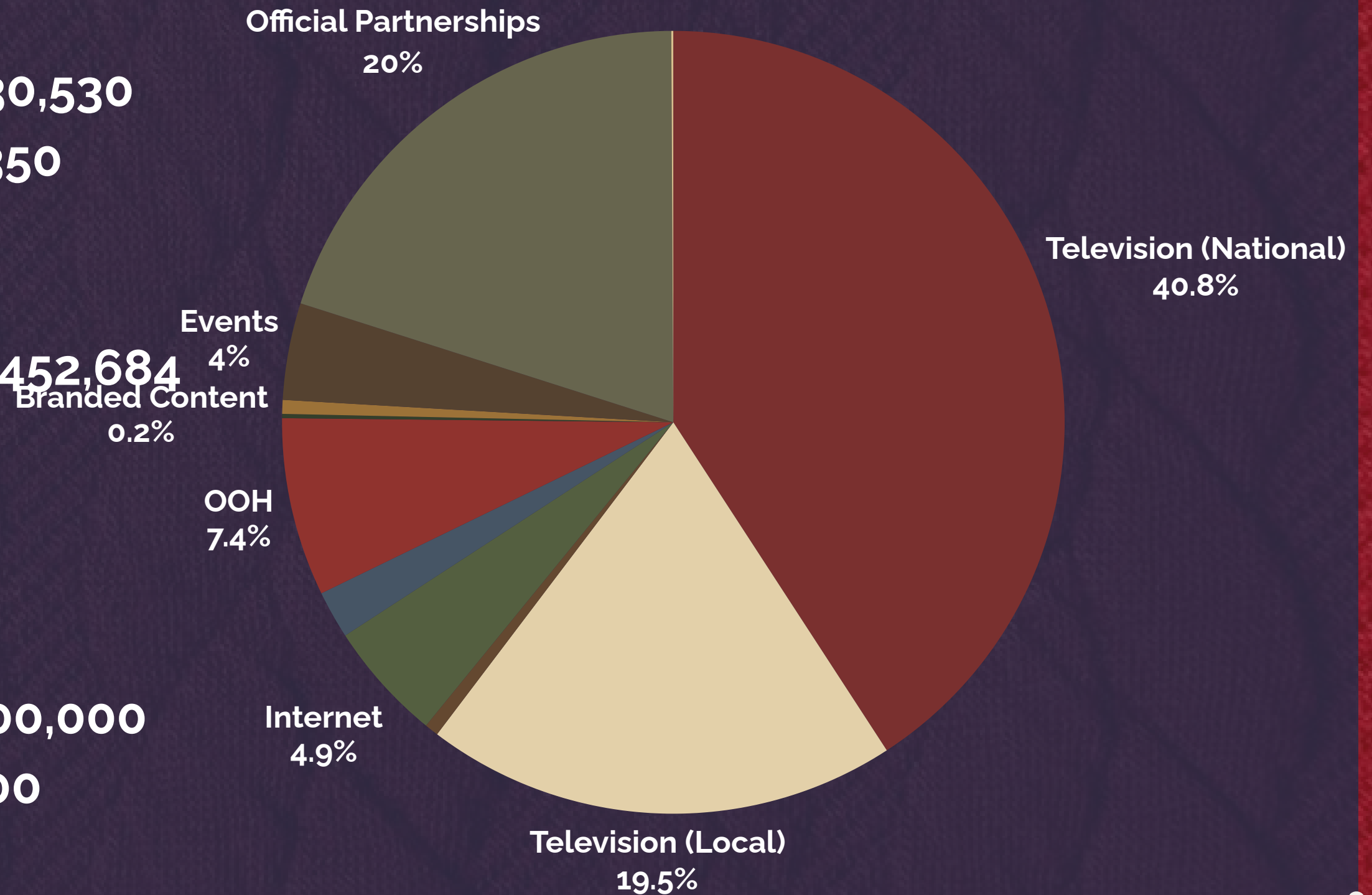
Tactic	Flight Months	Budget
Targeted Display	Feb, May, Jul, Nov, Dec	\$500,000
Targeted Video	Feb, May, Jul, Nov, Dec	\$500,000



BUDGET

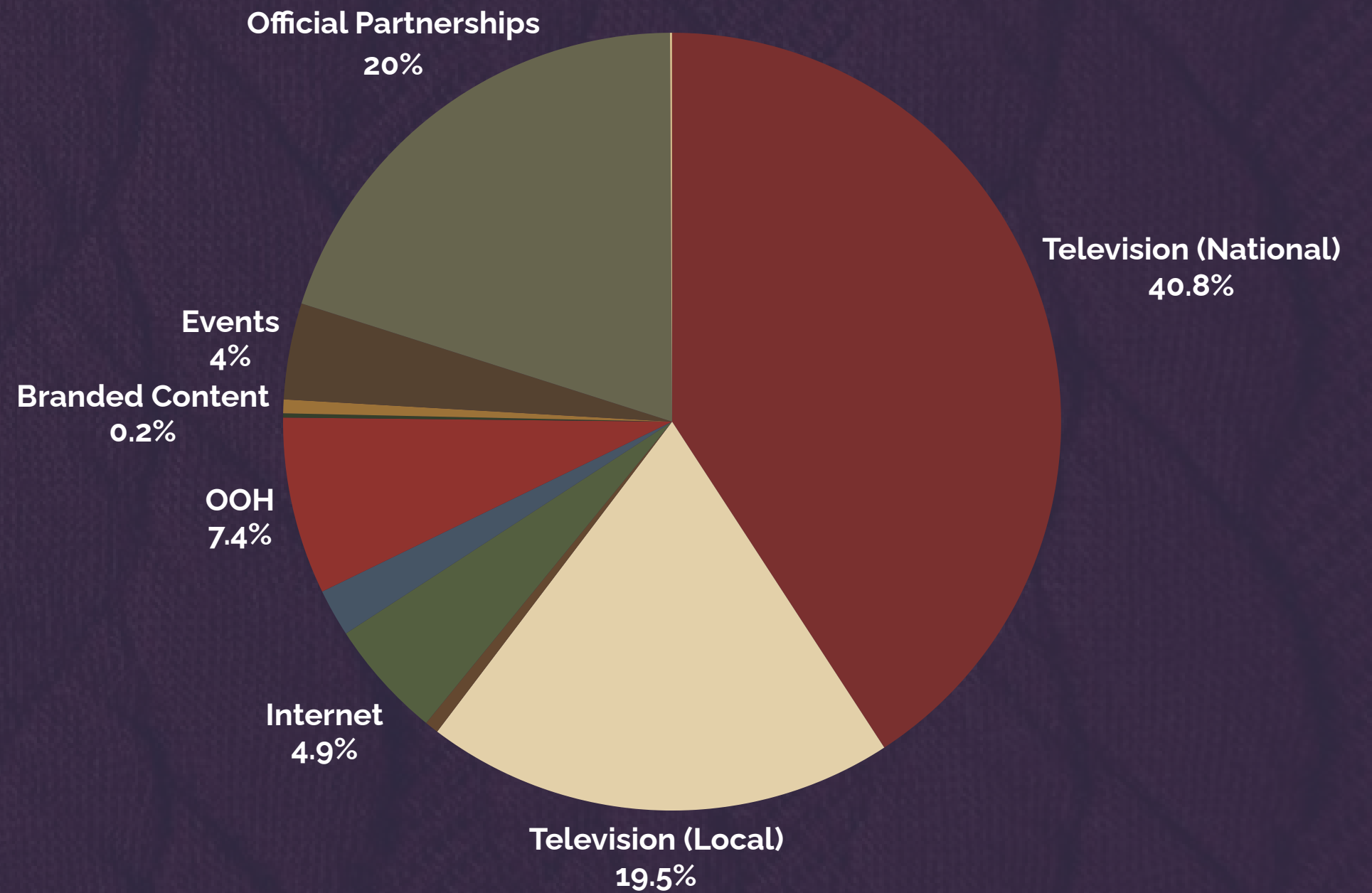
INCREMENTAL BUDGET

Television (National)	- \$71,430,530
Television (Local)	- \$34,128,350
Specials	- \$1,000,000
Internet	- \$8,643,436
Radio/Streamed Music	- \$3,452,684
Out-Of-Home	- \$12,890,000
Branded Content	- \$305,000
Programmatic	- \$1,000,000
Events	- \$7,000,000
Official Partnerships	- \$35,000,000
Research & Testing	- \$150,000



BASE BUDGET

Television (National)	- \$40,959,501
Television (Local)	- \$20,477,010
Specials	- \$1,000,000
Internet	- \$8,634,912
Radio/Streamed Music	- \$3,433,577
Out-Of-Home	- \$8,040,000
Branded Content	- \$305,000
Programmatic	- \$1,000,000
Events	- \$7,000,000
Official Partnerships	- \$35,000,000
Research & Testing	- \$150,000



SEASONALITY

A YEAR IN FOCUS



JFM

AMJ

JAS

OND

35.19%

16.11%

13.75%

34.95%

RESEARCH

RESEARCH & TESTING

- Track digital media performance by monitoring views, impressions, and click-through rates.
- Analyze engagement metrics and website traffic to evaluate the effectiveness of additional online strategies.
- Review quarterly sales reports against results from previous years to identify trends and performance patterns.
- Test and optimize campaign messages throughout the term to improve performance and audience resonance.
- Use these insights to inform and refine future strategic direction.

THANK YOU

