

# **Ralph Lauren x Billie Eilish**

**Birds of Feather collection campaign**

**USC Annenberg School for Communication and Journalism**

By Hien (Kaylin) Dong

## **I. Company or Organizational Background**

Ralph Lauren Corporation is a publicly traded American luxury fashion company founded in 1967 by designer Ralph Lauren. The company began with a humble line of handmade neckties, but it was the introduction of the now-iconic Polo shirt in 1972 that transformed Ralph Lauren into a global lifestyle powerhouse. Headquartered in New York City, Ralph Lauren has become a leader in the design, marketing, and distribution of premium lifestyle products in five categories: apparel, footwear & accessories, home, fragrances, and hospitality. Its offerings span mid-range, sub-premium, and premium labels, including its highest-priced luxury line, Ralph Lauren Purple Label.

The company's brand portfolio, featuring Ralph Lauren, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children, and Chaps, comprises one of the world's most widely recognized families of consumer brands.

For over 50 years, Ralph Lauren has cultivated a distinctive global identity rooted in authenticity, quality, and timeless style. Guided by the enduring purpose "to inspire the dream of a better life," the company continues to define and evolve the modern luxury lifestyle.

## **II. Mission statement**

Ralph Lauren's mission is to "inspire the dream of a better life through authenticity and timeless style". Its mission is to be "a leading luxury lifestyle company".

In simple terms, Ralph Lauren aims to lead the global luxury lifestyle market by offering high-quality apparel, home goods, accessories, and experiences rooted in timeless style and American heritage. not just selling clothes; he was selling a lifestyle

## **III. Brand Positioning**

For customers with medium to high income, aged 35–55, Ralph Lauren positions itself as the leading global luxury lifestyle brand that offers timeless style rooted in American heritage among all luxury brands. Because it provides a diverse range of products across fashion, home, and accessories that reflect the spirit of the American Dream, drawing inspiration from iconic American settings like Ivy League campuses, the Adirondacks, and the Western frontier. By positioning itself as the world's leading luxury lifestyle brand, Ralph Lauren taps into consumers' desire for a complete, aspirational way of living—one that reflects success, sophistication, and a timeless sense of American elegance across all aspects of life, from the clothes they wear to the lifestyle they live in.

## **IV. Statement of Problem or Opportunity**

Ralph Lauren is at a pivotal moment, gaining momentum in the luxury market by actively engaging Gen Z consumers through culturally relevant limited-edition collaborations. Recent campaigns—such as its high-demand partnership with British streetwear label Palace and its innovative collaboration with Fortnite—have proven successful in capturing younger audiences, with 75% of Palace x Ralph Lauren buyers being new customers who were, on average, a decade younger than the brand's traditional base. Upon release, the Ralph Lauren website struggled to keep up with demand, and Palace items are now

reselling for significantly higher prices—like a \$475 sweater featuring a preppy bear on a skateboard, now listed for around \$800 on StockX. This overwhelming demand for exclusive items, coupled with a 45% increase in social media followers across all brand platforms, reflects Ralph Lauren’s growing cultural relevance and influence among a new generation. Launching another limited-edition campaign at this time is a strategic move to build on that momentum, further positioning Ralph Lauren as a dynamic, aspirational lifestyle brand that resonates with younger consumers while staying true to its heritage. The new *Birds of a Feather* collaboration with Billie Eilish is expected to strengthen this connection—leveraging Gen Z–driven influence to captivate the next generation of luxury consumers.

## **V. Research**

To effectively guide the communication strategy for the Birds of a Feather campaign, a comprehensive research plan will be implemented to uncover how Gen Z perceives Ralph Lauren, engages with celebrity collaborations, and interacts with fashion campaigns. Both secondary and primary research methods will be used to gather cultural, perceptual, and behavioral insights essential to shaping messaging, tone, and channel selection.

The three primary research goals are:

- 1. Understand the perception of Ralph Lauren among Gen Z**
  - How does the target audience currently perceive Ralph Lauren in terms of relevance, style, and values compared to other fashion brands?
  - Does Gen Z view Ralph Lauren as outdated, classic, or evolving?
- 2. Explore cultural context of Gen Z**
  - What cultural trends, values, or aesthetic sensibilities are shaping Gen Z’s fashion choices today (e.g., sustainability, individuality, nostalgia, gender fluidity)?
  - How do Gen Z audiences engage with and perceive celebrity collaborations with luxury brands?
  - What associations do Gen Z audiences have with Billie Eilish (e.g., edgy, authentic, anti-mainstream, inclusive)?
  - How has Gen Z responded to Billie Eilish’s previous brand collaborations, and what messaging resonated most?
- 3. Identify consumer communication insights**
  - Which communication channels does Gen Z trust and engage with most during product drops or limited-edition campaigns?
  - What messaging tone or content style feels most authentic and likely to generate excitement or FOMO (fear of missing out)?

## **Research Methodology**

### **Secondary Research**

The research process will begin with secondary sources to establish a foundational understanding of the audience and cultural landscape. This will include:

- Reviewing campaign case studies from the past two years (e.g., Gucci x Harry Styles, Louis Vuitton x Rihanna) to identify best practices in engaging Gen Z audiences.
- Analyzing media coverage, fashion commentary, and industry reports related to Gen Z behaviors, celebrity partnerships, and the Billie Eilish brand persona.
- Synthesizing social listening insights from platforms like TikTok, Instagram, and Reddit to assess sentiment and engagement around Ralph Lauren, Billie Eilish, and similar collaborations.

## Primary Research

Primary research will be conducted to gather direct insights from the target audience.

### Qualitative Methods:

- **Focus Groups** with Gen Z participants (ages 20–28) to explore their attitudes toward Ralph Lauren, celebrity collaborations, and limited-edition fashion drops.

### Quantitative Methods:

- **Online Surveys or Polls** will be administered via platforms such as Instagram Stories, Google Forms, and Gen Z-targeted survey panels. The survey will consist of closed-ended and Likert-scale questions aimed at measuring:
  - Awareness and favorability of Ralph Lauren and Billie Eilish
  - Interest in celebrity fashion collaborations
  - Preferred communication channels (e.g., TikTok, Instagram, YouTube)
  - Types of campaign content that drive engagement (e.g., influencer try-ons, behind-the-scenes videos, livestreams)

## VI. The SWOT Analysis

### 1. Strengths

With over five decades of legacy, the brand has built a reputation rooted in elegance, craftsmanship, and heritage—offering a distinct competitive advantage in the luxury fashion space. Its diversified clothing portfolio includes a range of lines such as Ralph Lauren Purple Label, Polo Ralph Lauren, Lauren Ralph Lauren, and Double RL, catering to various market segments from premium to luxury. This allows the brand to serve different style preferences and income levels while maintaining a cohesive brand identity. Additionally, Ralph Lauren maintains a widespread international retail presence, with 488 stores in major global cities, enabling it to reach a broad and diverse customer base while reinforcing its premium status (Ralph Lauren, 2025a).

### 2. Weaknesses

Despite its legacy, Ralph Lauren has faced challenges in maintaining cultural relevance, especially among younger demographics who gravitate toward trend-driven and streetwear-inspired brands. The brand is sometimes perceived by Gen Z consumers as traditional or outdated, lacking the agility and boldness of newer competitors. While Ralph Lauren has invested in digital growth, with capital expenditures totaling

\$165 million in Fiscal Year 2024, its e-commerce capabilities and platform-native presence still trail behind digitally native brands (Ralph Lauren Corporation, 2024).

- Limited cultural relevance in recent years compared to trendier streetwear brands
- Limited online presence: While Ralph Lauren has made efforts to expand its online presence, it still lags behind some of its competitors in terms of e-commerce capabilities. This could be a weakness as more consumers prefer to shop online, and the brand may miss out on potential sales opportunities.
- High cost of operations
- Perceived by some Gen Z audiences as outdated or traditional

### 3. Opportunities

There is a growing demand for sustainability and ethical production, particularly among Gen Z and millennial consumers. This cultural shift presents Ralph Lauren with the opportunity to expand its commitment to eco-conscious practices—such as sourcing sustainable materials, reducing waste, and increasing transparency across its supply chain. Doing so would not only align the brand with evolving consumer values but also strengthen its positioning as a forward-thinking, responsible luxury brand. Moreover, continued diversification through strategic collaborations, and digital activations can help Ralph Lauren stay relevant, expand audience reach, and engage with new cultural conversations.

### 4. Threats

Ralph Lauren faces intense competition from fast-growing, Gen Z–native fashion brands such as Skims, Telfar, and Aime Leon Dore, which are more agile and culturally attuned to emerging trends. The current global economic uncertainty, including persistent inflation and high interest rates across the U.S. and other markets in 2024–2025, is also reducing discretionary spending, particularly in the luxury sector. Consumers are becoming more cautious with non-essential purchases, which could negatively impact high-ticket items.

## VII. Strategic Insights

While Ralph Lauren holds strong brand equity built on heritage, craftsmanship, and global recognition, it faces a growing relevance gap among Gen Z consumers who perceive the brand as traditional or out of touch with current cultural trends. Communication research reveals that this demographic is driven by values such as authenticity, sustainability, individuality, and digital fluency, and they increasingly favor brands that engage them through platform-native content and culturally relevant collaborations.

At the same time, the brand's recent successful collaborations with Palace and Fortnite demonstrated that exclusive drops have generated buzz, attracted new, younger consumers, and increased digital engagement.

Therefore, the strategic insight is this: Gen Z is open to embracing Ralph Lauren—but only when the brand shows up where they are, speaks their language, and reflects their cultural values. To remain

relevant and competitive, Ralph Lauren must reposition itself as a brand that blends timeless American style with cultural fluency, authenticity, and digital-native storytelling. The *Birds of a Feather* collaboration with Billie Eilish presents a timely opportunity to do just that—leveraging her influence and alignment with Gen Z values to reintroduce Ralph Lauren as a brand that not only honors its heritage but evolves with the next generation.

### **VIII. Communication Goals**

Goal 1: Reposition Ralph Lauren as culturally relevant to Gen Z, while honoring its timeless American heritage

Refresh the brand's image among younger consumers by blending modern cultural relevance with Ralph Lauren's iconic legacy, maintaining its classic identity while making it feel current, inclusive, and connected to Gen Z values.

Goal 2: Attract and convert new, younger customers

Use the campaign to engage first-time Ralph Lauren buyers—particularly Gen Z consumers aged 20–28, who already favor and identify with Billie Eilish. Through this collaboration, introduce them to the Ralph Lauren brand in a culturally relevant way that builds initial interest, encourages brand discovery, and fosters long-term loyalty.

Goal 3: Influence Gen Z consumers to consider purchasing the Birds of a Feather collection

Drive interest and purchase intent through exclusive, limited-edition appeal, Billie Eilish's influence, and engaging, platform-native content that creates urgency and emotional connection with the collection.

### **IX. Communication Objectives**

Goal 1: Reposition Ralph Lauren as culturally relevant to Gen Z

Communication Objective 1.1:

By the end of the campaign period, increase positive perception of Ralph Lauren as a brand that reflects Gen Z values (authenticity, inclusivity, individuality) by 15% among Gen Z consumers aged 20–28, as measured through pre- and post-campaign brand perception surveys.

Communication Objective 1.2:

Achieve 500,000 impressions across campaign content that highlights the intersection of Ralph Lauren's heritage and modern Gen Z culture (e.g., styling content, storytelling features, influencer videos) within four weeks of launch.

Goal 2: Attract and convert new, younger customers

Communication Objective 2.1:

By the end of the campaign, drive at least 50,000 new unique visitors aged 20–28 to the Ralph Lauren website or Polo app via campaign landing pages, social media links, and influencer partnerships.

## Communication Objective 2.2:

Achieve a 10% increase in first-time purchases by Gen Z customers aged 20–28, compared to the same time period in the previous quarter, as tracked through digital sales data and CRM tagging.

Goal 3: Influence Gen Z consumers to consider purchasing the Birds of a Feather collection

## Communication Objective 3.1:

Generate at least 75,000 social media engagements (likes, shares, comments, saves) on campaign-specific posts across TikTok and Instagram within the first three weeks of launch to indicate intent and interest.

## Communication Objective 3.2:

Sell out the Birds of a Feather collection among Gen Z buyers (ages 20–28) within three months of release, as measured through e-commerce analytics and demographic sales data.

## Out-of-home advertising (OOH)

- Place large-scale billboards in high-traffic areas of major cities such as New York (SoHo, Times Square), Los Angeles (Melrose, Sunset Blvd), Chicago (Magnificent Mile), and San Francisco (Union Square).
- Display looping video ads of the Birds of a Feather collection in all Ralph Lauren retail stores to increase awareness and drive traffic to the collection's exclusive online launch.
- Secure ad placements on 80% of buses and metro stations in affluent, Gen Z–dense areas such as Downtown Manhattan, Beverly Hills, West Hollywood, and Chicago's Gold Coast, especially near universities, creative agencies, and cultural districts.
- Partner with Spotify or Apple Music to run city-based projections or live activations themed around Billie Eilish and the collection.

## Social Media Growth:

- Instagram
  - Generate 200,000+ combined engagements (likes, shares, comments) on Ralph Lauren
  - 10M engagement each post on Billie Eilish IG. total 5 posts
  - Achieve 85% of Gen Z audience interaction
  - Drive at least 2 million clicks to the campaign landing page through Instagram traffic

## TikTok

- Reach 120 million+ video views on campaign-related TikTok content
- Secure 500+ UGC TikToks from influencers and fans by end of campaign

## Facebook

- Generate 2 million+ impressions and 100,000+ engagements through campaign posts and ads.
- Drive 500,000+ unique visitors to the campaign's online store from Facebook.

X

- Achieve 50,000+ mentions of campaign hashtags (e.g., #BirdsOffeathercollection, #BillieWearsRalphlauren) within the first 2 weeks of launch.
- Reach 25 million+ impressions on campaign-related posts across X within the campaign period.

Media coverage:

- Secure earned media coverage in top-tier fashion, music, and lifestyle outlets like Vogue, Vanity Fair, Hypebeast, Billboard, Teen Vogue, Rolling Stone, and The New York Times Style section.
- Organize exclusive interviews, early collection previews, and press kits featuring Billie's commentary on the collaboration.

## **X. Target Audiences**

The primary target audience for the Birds of Feather campaign is Gen Z individuals between 20 and 28 years old within the middle to upper- middle income bracket, who are style conscious, emotionally connected to music and culture

### **1. Demographic**

- Age: Young adults between 20 and 28 years old, many of whom are college students, recent graduates, or early-career professionals navigating identity, independence, and self-expression.
- Income: This audience typically falls within the middle to upper-middle income bracket, with enough disposable income to invest in limited-edition or aspirational purchases, often balancing affordability with brand value.
- Education: Many have completed or are pursuing higher education, often at urban universities or in creative industries.
- Gender: Inclusive of all genders, with a slight skew toward female and non-binary individuals who align with Billie Eilish's values and aesthetic.

### **2. Geographic**

As a digital-first campaign, the target audience is not defined by physical location but by their online behavior and presence across social media platforms. This audience is highly active on TikTok, Instagram, YouTube, and X, where they follow fashion influencers, music artists, and trending content.

They are primarily located in urban and suburban areas across the U.S., but their cultural participation is shaped more by digital communities than geography

### **3. Behavioral**



- They are Billie Eilish fans, closely following her music, style, and brand collaborations, and are highly responsive to her fashion influence.
- This audience consists of fashion enthusiasts who enjoy curating their personal style and seek out clothing that reflects their identity and values.
- They frequently use TikTok and Instagram to discover emerging fashion trends, music releases, and cultural commentary, often participating in viral content, challenges, and discussions.
- Their fashion choices are shaped by values such as sustainability, uniqueness, emotional connection, and authenticity.
- Before purchasing, they actively seek out user-generated content (UGC), influencer reviews, and styling inspiration, often relying on social proof to guide their buying decisions.

#### 4. 4. Psychographic

- Self-expression: They see fashion as a form of identity—what they wear reflects who they are and what they stand for.
- 
- Cultural curiosity: They are emotionally connected to music, art, and storytelling, particularly when tied to artists like Billie Eilish who are known for depth, vulnerability, and creative rebellion.
- Value-driven: This audience supports brands that prioritize sustainability, ethical practices, and inclusive representation.
- Emotionally motivated: They are drawn to campaigns that make them feel seen, especially those rooted in themes of loyalty, love, and individuality.

### **XI. Current Audience Brand Perceptions**

*Although Ralph Lauren is perceived by young audiences as an "old-money" brand rooted in iconic American fashion and timeless elegance, it is often seen as lacking the boldness, inclusivity, and cultural relevance that Gen Z seeks today*

Ralph Lauren has seen a noticeable increase in quality and consideration scores, reflecting a growing positive perception and interest in the brand. This shift is partly driven by Gen Z's fascination with the "old money" aesthetic - a timeless, classic style that aligns well with Ralph Lauren's visual identity and heritage. While there is admiration for the brand's quality, elegance, and legacy, the perception remains a mix of positive and neutral. Many Gen Z consumers respect Ralph Lauren but feel a sense of distance from it, often viewing it as a brand not specifically made for them. It lacks the boldness, inclusivity, and expressive energy that define many of their favorite fashion labels today.

### **XII. Desired Audience Brand Perceptions**

*Ralph Lauren aims to be perceived as a timeless brand for all generations - classic and sophisticated, yet still cool, relevant, and expressive for younger audiences.*

Ralph Lauren doesn't want to lose its essence. It wants to expand it, showing that timeless style can still be fresh, inclusive, and meaningful to a younger, more diverse generation.

### **XIII. Key Message Mapping**

Single - minded message

*“This collection is about timeless love—style that stays with you”*

The core message of the Birds of a Feather campaign centers on the idea of enduring love and timeless connection, drawing inspiration from the emotional depth of Billie Eilish’s music, which speaks to loving someone “till death.” This sentiment is translated into fashion through Ralph Lauren’s timeless designs—pieces meant to be worn, treasured, and loved forever. In a culture where fast fashion fades quickly, Birds of a Feather invites consumers to choose style that is meaningful, personal, and made to last—just like the kind of love that inspired it

Audience-Specific Messages

*“Rooted in Billie Eilish’s idea of loving someone till the end, this collection expresses loyalty, emotion, and individuality through timeless pieces meant to be worn and loved forever”*

This version directly connects Billie Eilish’s identity, her music, her emotional depth, and her cultural influence, with the fashion itself. It frames the collection as a physical extension of her message and style.

### **XIV. Strategies**

#### **Culture & Music-Centric Outreach**

Build strong cultural alignment with Billie Eilish fans and Gen Z values

- Spotighting Billie’s personally designed T-shirts and positioning the collection as an authentic extension of her style and message

Sync campaign visuals with Billie’s lyrics and musical themes

- Integrate her songs and visuals across digital ads, in-store screens, and social media to create a powerful blend of sound, fashion, and emotion.

Reposition “old money” as modern and meaningful

- Reframe Ralph Lauren’s classic aesthetic as timeless, expressive, and bold—tapping into Gen Z’s nostalgia while making heritage feel cool and current.

Digital & Social Media Engagement

Feature Billie Eilish wearing the collection during her 2025 Europe tour, and her shows in US and boost it on social media

Strategically align her outfit on the tour, then post it on social media like Billie in out.. Collection. Start conversation on Ig and Tiktok around what’s Billie wear in her concert and shows

Partner with influencers to ignite buzz and trend participation

Activate creators to spark viral hashtags, try-on trends, and TikTok styling videos, anchored in Billie's aesthetic and values.

#### Partnership Strategies

##### **Coordinate with major malls to run campaign ads on in-mall digital screens**

- Partner with top retail destinations (e.g., The Grove in LA, SoHo retail hubs, or Westfield centers) to display high-traffic video ads and campaign visuals, increasing exposure among fashion-conscious shoppers.

Create collection teaser content to air during Billie Eilish's tour shows

- Launch a blended music-fashion visual experience during her concerts—projecting campaign visuals, lyrics, and collection imagery to millions of fans in real time.

Collaborate with platforms like YouTube and Google Ads for premium placement of the Birds of a Feather collection

- Secure top-tier ad placements across YouTube and Google's ad network to showcase campaign visuals, teasers, and Billie Eilish-led content—targeting fashion-focused Gen Z viewers through search, pre-roll video ads, and homepage takeovers to maximize visibility and drive traffic to the online-exclusive collection.

#### **XV. Tactics**

##### PESO

###### 1. Paid media

###### OOH:

- Billboards
- Ads in transit station
- Influencer marketing (sponsored posts)
- In-mall digital advertising

###### Billboards

Billboard placements will focus on high-traffic urban areas that align with Gen Z's daily routines and cultural engagement. The goal is to reach young, fashion-conscious consumers where they live, study, work, and socialize. Priority locations include densely populated areas near college campuses, trendy shopping streets, office hubs, and transit-heavy neighborhoods. These are spaces where Gen Z is most active—commuting, attending classes, grabbing coffee, or scrolling through social media in between activities. Key examples include SoHo and Union Square in New York City, Melrose Avenue and Westwood in Los Angeles, and Miami Design District in Florida. These neighborhoods are not only

visually vibrant but also central to youth culture, making them ideal for grabbing attention and driving anticipation for the collection.

### Transit Advertising

Full bus wraps and subway station ads will be purchased through major transit systems such as MTA (New York City), Metro (Los Angeles), and Miami-Dade Transit (Florida). Ads will be placed in high-traffic areas near concert venues, shopping districts, and cultural hotspots, such as Madison Square Garden in NYC and The Forum in LA, to capture the attention of Billie Eilish concertgoers and fashion-forward Gen Z commuters. Additional placements will target office districts and affluent neighborhoods, ensuring visibility among young professionals and high-income Gen Z consumers during their daily commutes.

### In-Mall Digital Advertising

Digital screens will be utilized in high-end shopping destinations such as The Grove in Los Angeles, Westfield World Trade Center in New York City, and popular retail hubs in SoHo. These placements will serve to raise awareness of the *Birds of a Feather* collection among style-conscious shoppers in environments where fashion purchase intent are already high.

### Influencer Marketing (Sponsored Posts):

Influencers will be paid to wear and review key pieces from the collection, create unboxing content, and participate in trends using official campaign hashtags (e.g., #Birdsoffathercollection, #BilliewearsRalphLauren). Top-tier creators will receive early access and exclusive content assets to amplify authenticity and generate pre-launch buzz.

Paid partnerships will involve influencers across all levels—from mid-tier creators to VIP celebrities—with each producing campaign-aligned content such as styling videos, collection reviews, and “get ready with me” (GRWM) posts.

Low Mid Tier	50,000	150,000
High Mid Tier	150,000	250,000
Low Macro	250,000	500,000
High Macro	500,000	1,000,000
Low Mega	1,000,000	3,000,000
High Mega	3,000,000	5,000,000
VIP	5,000,000+	

## 2. Earned media

Ralph Lauren will pitch to several prominent media outlets across fashion, music, lifestyle, and youth culture to secure high-impact earned media coverage for the *Birds of a Feather* campaign. Outlets such as *Vogue*, *WWD*, *Billboard*, *Teen Vogue*, *Highsnobiety*, *Rolling Stone*, and *Refinery29* will be prioritized for their strong influence among Gen Z and their alignment with both Billie Eilish and Ralph Lauren's audiences. The brand will craft compelling angles that highlight Billie Eilish's creative role in the collection—particularly her personal design contributions like the custom T-shirts—and the emotional inspiration drawn from her lyrics about love, loyalty, and identity. Additional pitches will focus on Ralph Lauren's evolving relevance among younger consumers, the collection's connection to the slow fashion movement, and Billie's appearance in the pieces during her 2025 European tour. These earned media efforts are critical to building cultural credibility, expanding campaign reach, and reinforcing Ralph Lauren's repositioning as a brand that blends timeless heritage with contemporary relevance.

### 3. Shared media

The campaign will encourage the creation and amplification of user-generated content (UGC) across platforms like TikTok, Instagram, and X to foster community engagement and extend the campaign's organic reach. Fans will be invited to share how they style pieces from the collection, recreate Billie Eilish looks from this collection, using branded hashtags such as #BirdsOfFeather and #BillieWearsRL. Ralph Lauren will actively reshare standout content across its official channels, building a sense of inclusion and giving fans the opportunity to be featured alongside the campaign. Influencers and early customers will help lead this UGC movement by initiating styling challenges, "Get Ready With Me" videos, and reaction posts, inspiring wider participation. This strategy taps into Gen Z's love of co-creation, authenticity, and social validation, transforming passive viewers into active contributors to the campaign narrative.

### 4. Owned media

#### Website:

The *Birds of Feather* collection will be exclusively available through Ralph Lauren's official website. A dedicated landing page will be designed to feature high-quality visuals, a video message or behind-the-scenes clip from Billie Eilish, product storytelling tied to her lyrics, and "Shop Billie's Look" sections. The page will also include direct links from Instagram and TikTok content, optimized for mobile-first browsing to reflect Gen Z shopping behavior.

#### Email newsletters

Ralph Lauren will deploy a series of targeted email newsletters throughout the campaign, including Announcement email, launch day email, behind the scenes email, sale reminder email, last chance email. Each email will be optimized for mobile, include embedded social media content, and reflect Billie's aesthetic, moody, minimal, and emotionally charged, to stay consistent with the campaign's visual tone.

#### In store screens

Although the collection is online-exclusive, Ralph Lauren will utilize video screens in all major flagship and boutique stores to showcase campaign visuals. These will include footage of Billie wearing the

collection, snippets of her music, and animations of key pieces. QR codes will be integrated for customers to instantly shop online, driving cross-channel visibility and reinforcing brand consistency in physical spaces.

## Social media

Ralph Lauren's owned channels on Instagram, TikTok, Facebook, YouTube, and X will be used to roll out the campaign in phases:

- **Teasers:** Mysterious lyric posts and zoomed-in product shots with countdowns
- **Launch Day Posts:** Billie-led video content, behind-the-scenes styling, and influencer reposts
- **Ongoing Content:** Showcase Billie Eilish wearing pieces from the collection during her European tour, public appearances, and casual daily moments—highlighting real-life wearability and cultural integration.
- **Reels/Shorts/Stories:** “Style it like Billie,” emotional messaging clips, and fan shoutouts

All content will maintain Billie's moody, expressive aesthetic while reflecting Ralph Lauren's timeless identity.

## Press release

### Launch Announcement Press Release

Announced the *Birds of a Feather* collection in collaboration with Billie Eilish, emphasizing the emotional inspiration behind the designs, Billie's personal involvement, and the collection's exclusive online availability.

### Brand Evolution & Gen Z Relevance Press Release

Focuses on Ralph Lauren's intentional shift to become more culturally relevant to Gen Z while preserving its core identity. This release will position the brand as one that blends *timeless American elegance with modern boldness*, appealing to all generations. Quotes from creative directors and campaign strategists will add credibility, along with supporting data (e.g., increased Gen Z engagement, Billie Eilish's influence, social growth metrics).

### Cultural Impact Press Release

Issued mid- or post-campaign, this release will highlight Billie Eilish's wearing of the collection during her 2025 European tour, UGC momentum, and the overall impact of the campaign on social media and earned media. It may include stats on reach, sell-outs, or most-loved items.

### Sustainability & Longevity Press Release

It will outline Ralph Lauren's continued commitment to quality, sustainability

## XVI. KPIs—Measurement and Evaluation

Communication objectives	Measurement method
Increase positive brand perception among Gen Z (ages 20–28) by positioning Ralph Lauren as culturally relevant and timeless within the first month of campaign launch.	Pre- and post-campaign surveys measuring shifts in perception (e.g., “How relevant is Ralph Lauren to you?”)  - Sentiment analysis from social listening (TikTok, Instagram, X)
Grow the percentage of Gen Z (ages 20–28) followers across Ralph Lauren’s social channels by 20% within 4 weeks.	- Analytics from Instagram, TikTok, and X showing follower growth by age segment - Platform demographic reports (Meta Business Suite, TikTok Analytics)
Drive at least 500,000 unique visitors from Gen Z to the campaign landing page or Polo app within the first 3 weeks of launch.	Sale traffic reports segmented by age (20–28) and source - UTM tracking on influencer and social media links
Achieve 75% of the Birds of a Feather collection sold out within 30 days of release.	- Sales reports from Ralph Lauren’s e-commerce backend (broken down by SKU, timeframe, and age demo where possible)
Reach at least 1 million engagements (likes, comments, shares, saves) across campaign-related posts during the campaign window.	- Native social media analytics tools (Instagram Insights, TikTok Analytics, X Analytics) - Combined total of interactions from campaign-specific posts and hashtags
Secure a minimum of 25 earned media placements in top fashion, music, or youth culture outlets.	- Press tracking reports using PR tools (e.g., Muck Rack, Meltwater) - Manual documentation of articles, interviews, and media coverage
Reach 15 million impressions through paid and organic social media content within the campaign period.	- Paid media dashboards (Meta Ads Manager, TikTok Ads Manager, Google Ads) - Organic post reach data across platforms

## XVII. Timeline

Phase 1	Timeline	Details
Phase 1: Campaign planning and preparation	March- April 2025	- Finalize campaign concept and creative direction based on Gen Z insights and Billie Eilish’s design involvement. - Conduct communication research on Gen Z fashion

		<p>perception, celebrity collabs, and social media engagement.</p> <ul style="list-style-type: none"> <li>- Build out PESO media plan and draft key messaging.</li> <li>- Assemble campaign team (creative, PR, influencer, media buying).</li> <li>- Secure ad placements (billboards, in-mall screens, social ads).</li> <li>- Begin influencer outreach and seeding coordination.</li> </ul>
Phase 2: Campaign development	May 2025	<ul style="list-style-type: none"> <li>- Launch teaser content: close-up product shots, mysterious lyric posts, countdowns.</li> <li>- Email newsletter: campaign “coming soon” teaser.</li> <li>- Start influencer seeding and TikTok trend preparation.</li> <li>- Begin pitching to media outlets (Vogue, WWD, Teen Vogue, Billboard).</li> <li>- Schedule press release announcing upcoming collaboration.</li> <li>- Upload teaser video assets to RL platforms and schedule billboard launch for early June.</li> </ul>
Phase 3: Campaign Launch	June 2025	<ul style="list-style-type: none"> <li>- Official launch of collection on Polo app and website.</li> <li>- Publish Billie-led video across platforms.</li> <li>- Launch day email: “It’s here.”</li> <li>- Paid media (billboards, transit ads, influencer posts) go live.</li> <li>- Press release #1: Billie Eilish x Ralph Lauren collection release.</li> <li>- Begin heavy social content rollout: styling reels, emotional storytelling, hashtags.</li> </ul>
Phase 4: Ongoing campaign	July- September 2025	<ul style="list-style-type: none"> <li>- Share content of Billie wearing collection on her European tour.</li> <li>- Curate and repost UGC from fans styling their pieces.</li> <li>- Launch “Style it Like Billie” TikTok series.</li> <li>- Press release #2: Campaign impact, UGC momentum.</li> <li>- Continue influencer content wave and remix styling videos.</li> <li>- Email content: “Fan favorites,” “Behind the scenes,” “Still available.”</li> </ul>
Phase 5: Evaluation and	October- December	<ul style="list-style-type: none"> <li>- Holiday-themed content: “Gift your forever piece.”</li> </ul>



impact assessment	2025	<ul style="list-style-type: none"> <li>- Collaborate with creators on cold-weather styling.</li> <li>- Press release #3: Ralph Lauren's evolution—timeless but bold, for every generation.</li> <li>- Share emotional customer stories and campaign highlights.</li> <li>- End-of-year wrap-up email: "Our Forever Moments."</li> </ul>
Phase 6: Post campaign	January - March 2026	<ul style="list-style-type: none"> <li>- Campaign recap video with UGC, Billie's tour looks, and emotional moments.</li> <li>- Style refresh content: "How I'm still wearing my forever piece."</li> <li>- Final press release: Year in review, Gen Z impact, and Ralph Lauren's repositioning success.</li> <li>- Continue resharing content, promoting long-tail product discovery.</li> </ul>

## XVIII. Budget

Category	Estimated cost	Notes
Billboards (OOH)	\$1M - \$1.5M	National placement in NYC, LA, Chicago, SF, etc. for 3- 4 months
Transit Ads	\$500K – \$800K	Subway, bus wraps, metro posters in 3–5 cities
In-Mall Digital Screens	\$200K – \$350K	Targeting high-end malls like The Grove, Westfield, SoHo
Influencer Sponsorships	\$300K - \$500K	Across tiers: Mid-tier to Mega/VIP influencers
PR Agency Fees	\$50K – \$100K	Media pitching, press release writing, coverage tracking
Press Kit Production	\$50K	Visuals, branded assets, Billie Eilish quotes
Events / Virtual Press Preview	\$25K – \$100K	Optional online launch events for press and influencers
Website & Landing Page	\$50K – \$300K	Interactive storytelling, Billie's

Development		style guide, e-commerce integration
Content Creation (Photos/Video)	\$400K – \$600K	Campaign shoots, behind-the-scenes footage, social cutdowns
Billie Eilish Partnership	\$2M – \$3M+	
Legal & Licensing Fees	\$50K – \$100K	Music use, co-branding, contracts
Total budget	\$4.625M – \$7.4M	