

Creative Brief: Ralph Lauren: Birds of a Feather Capsule Collection

Date: Mar 22, 2025

Tagline: Ralph Lauren X Billie Eilish: Avant-Garde Americana

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Who is our target audience?

The target audience for this campaign is for the consumers of alternative fashion, those who aren't afraid to fuse fashion aesthetics and those loyal to Ralph Lauren. While Ralph Lauren's consumer base are people ages 25-54 that love the Americana aesthetic, the collaboration with Billie Eilish brings in Gen Z fans and those who aren't afraid to be adventurous with their attire while wanting to keep the integrity of the quality. This is a collection for people who want Billie's streetwear spin on the timeless americana products Ralph Lauren has to offer.

Where will this ad appear?

This ad will appear online on the Ralph Lauren homepage. Paid social assets like out-of-home advertisements will be posted at bus stops and on billboards. The out-of-home ads will be found in Los Angeles, New York City, Italy, and the United Kingdom to ensure maximum exposure as well as reaching areas where Ralph Lauren is well-loved. On social media, the ads will be placed on Meta (Instagram and Facebook) and Tik Tok due to the high volume of engagement on the platforms.

What is the goal?

The goal is to showcase the collaboration between Ralph Lauren and Billie Eilish. Not only is the goal to generate revenue but it is also to bring in consumers who want to keep the quality and Americana messaging of Ralph Lauren while also leaning into the streetwear look.

Why do we need this Ad?

Artists collaborate with clothing brands all the time, however Ralph Lauren X Billie Eilish demonstrate how to do it right. Ralph Lauren allowed Billie Eilish to create a collection that is true to her while still maintaining the foundation of the Ralph Lauren brand. This ad shows how old traditions and modern approaches can blend to create something unique. It allows consumers to view a new, Avant-Garde Americana.