



RALPH
LAUREN

Ralph Lauren

Project Objective: Ralph Lauren is a leader in the clothing industry and has apparel affordable for kids and adults.

The company has been around since 1967 increasing following engagement is essential to continue the companies growth process in the future.

Target Audience: Generation Z, Single/Married, Middle class/Upper class

Key Product: Clothing for Men, Women and Kids

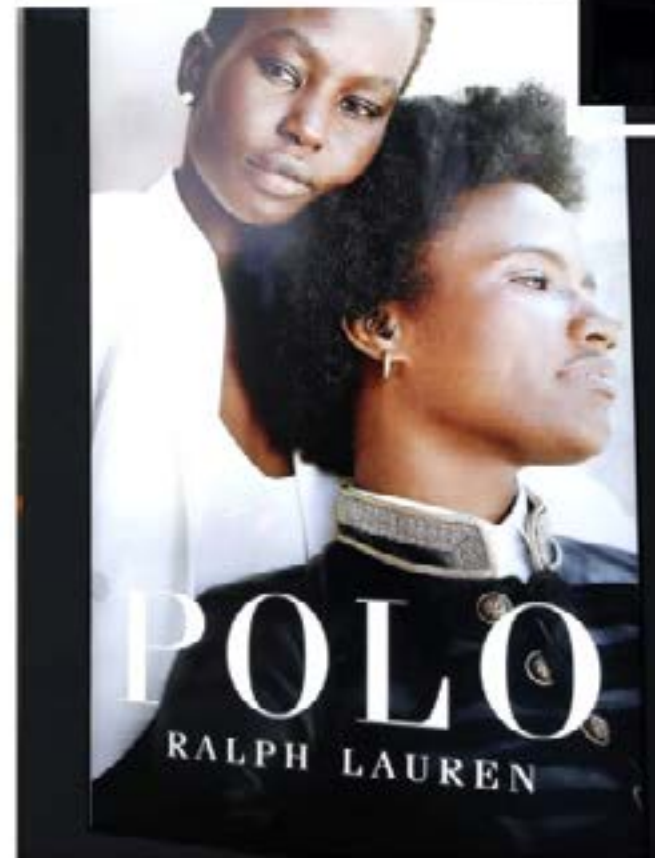
Key Messages: Keeping this great American brand with unforgettable style affordable unlike it's competitors Tommy Hilfiger and Donna Karen (DKNY).

Call to Action: Shop at the "NYC" Polo Mansion or use the "Polo app". You can receive "Exclusive Deals" like getting LIMITED EDITION rugby shirts that can be customized to your liking.

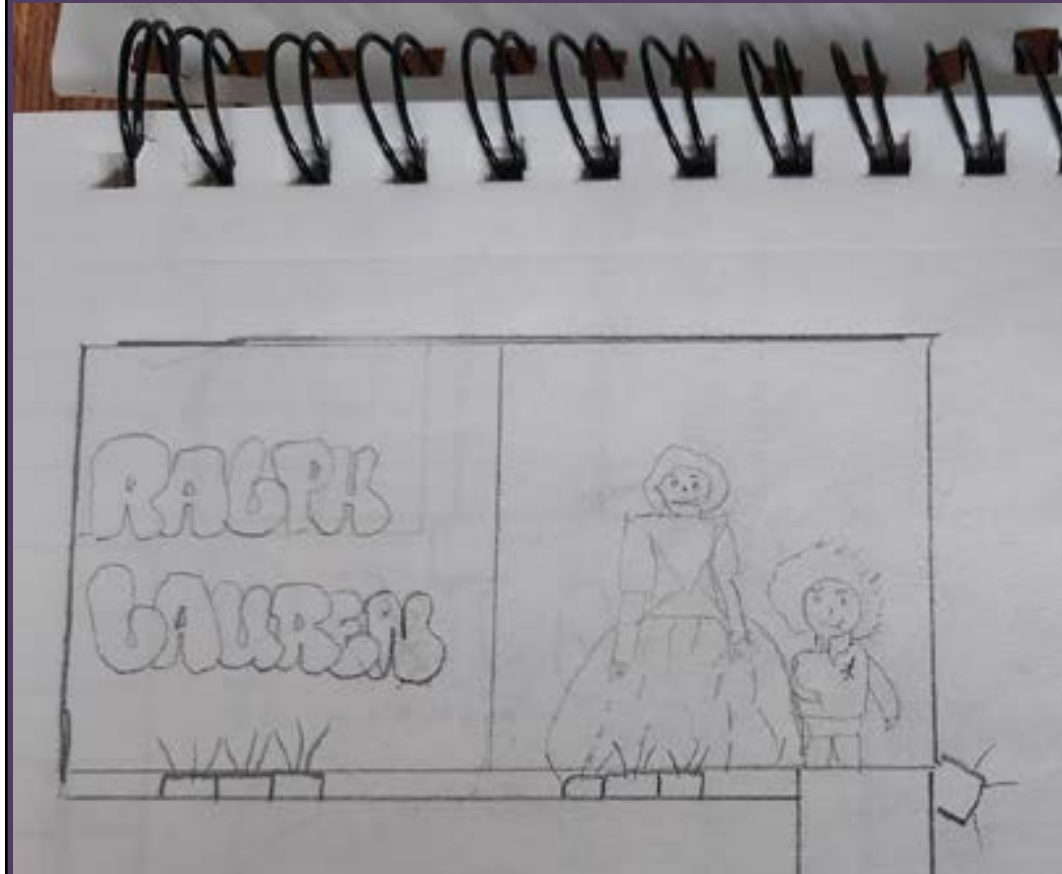
Mood Board.

With my mood board I wanted to show you don't have to be rich to experience wearing fine quality fabrics.

Ralph Lauren is very versatile when putting out clothing to the public to appeal to everyone.



Sketches



Here are some of the sketches that I started with.
The sketches show 2 of the 3 billboards located
outside and the last one is located on a train station platform.

Mockups 1

My first mockup was a digital screen ad.

Legendary style that's timeless. Starting price of \$899. Exclusively on the "Polo App"



Mockups 2

This outlet mall ad shows
Timeless fashion that will last
an eternity.
Save 10% on first purchase
only on Ralph Lauren.com



Mockups 3

This poster displays luxury.

Fashion that's unforgettable.
Shop on RalphLauren.com



Mockups 4

This ad which is located in an stadium.

Stylish fashion for generations.
Save up to 25% for new users at
Ralphlauren.com



Mockups 5

Walking throughout this train station the ads you see gives you choices.

"History Reintroduced"
Download the "Polo App"

