

Creative Brief and Advertising Headline

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

1. Target Audience

- a) Ralph Lauren Brand Loyalists: Long-time customers familiar with Ralph Lauren’s heritage who are open to seeing the brand evolve with new cultural touch points.
- b) Fashion and Style Enthusiasts: Trend-forward individuals who seek curated capsule drops, limited-edition collaborations, and artist-led design—especially those who follow exclusive releases and are drawn to Billie Eilish’s influence in fashion.
- c) Billie Eilish Fans: Fans emotionally connected to Billie’s music and aesthetic—especially those who seek to wear clothing that reflects emotional identity and personal connection.
- d) Gen Z with Intersecting Identities: Young consumers who value authenticity, emotional expression, and brands that champion individuality and nonconformity.
- e) Digital-Native Shoppers: Consumers who primarily engage with brands and make purchases through online platforms and social media.

2. Ad Appearance

- a) RalphLauren.com: Exclusive drop available only through the RL website, turning the site into a storytelling destination for the capsule.
- b) Social Media Platforms: Targeted posts on Instagram, TikTok, and X through Ralph Lauren and Billie Eilish’s official accounts to drive engagement and virality.
- c) Out-of-Home (OOH): High-impact placements at concert venues, flagship Ralph Lauren stores, and lifestyle hubs to connect with fashion-forward and music-loving audiences in person.
- d) Fashion & Music Print Media: Strategic features in fashion magazines such as *Vogue* or *Dazed* that resonate with both high fashion and music culture.
- e) Streaming Platform Advertising: Display ads on Spotify and Apple Music to reach music listeners and emotionally primed audiences in the Billie Eilish ecosystem.

3. Goal of the Campaign

- a) Drive Awareness and Sales: Elevate visibility and sell-through of the “Birds of a Feather” collection through exclusive online access.
- b) Rejuvenate Brand Perception Among Gen Z: Position Ralph Lauren as emotionally resonant and relevant to a new generation by aligning with Billie Eilish’s values and aesthetic.
- c) Showcase Ralph Lauren’s Broader Lifestyle Offering: Use the capsule to highlight Ralph Lauren’s accessory line, diversifying brand perception beyond traditional apparel.

4. Why Do We Need This Ad?

Ralph Lauren, a brand deeply rooted in timeless Americana, is at a pivotal moment. With increasing competition from fast fashion and digital-native brands, there’s an urgent need to refresh its relevance in today’s emotional, fast-moving cultural landscape. While Ralph Lauren’s legacy attracts a loyal following, it risks being perceived as too traditional by Gen Z audiences who seek more fluid expressions of identity and connection. The collaboration with Billie Eilish—an artist known for her vulnerability, authenticity, and artistic edge—offers a powerful opportunity to tell a new kind of Ralph Lauren story. It’s also a strategic move to spotlight the brand’s underrepresented accessory offerings and drive excitement through an exclusively digital launch, increasing visibility where young consumers are most active.

5. Tagline: Wish for you the wings to fly.