

# Ralph Lauren x Billie Eilish Creative Brief

<b>What is the task?</b>	The task is to launch an advertising campaign for the new Ralph Lauren x Billie Eilish capsule collection, Birds of a Feather.
<b>What is the goal of these ads?</b>	The goals of these ads are to increase awareness of the Ralph Lauren and Billie Eilish collaboration, sell items from the collection, and increase cross-exposure for Ralph Lauren and Billie Eilish.
<b>Who is our target audience?</b>	The target audience is people from both parties' demographics in order to reach those that would typically be missed in separate campaigns to allow for increased exposure for both Ralph Lauren and Billie Eilish. The target audience includes those in Billie Eilish's fanbase (Gen Alpha and younger Gen Z women) who are looking to emulate the singer's signature look and represent their favorite artist and older Gen Z and millennials looking to elevate their wardrobes and dress more fashionably. The intersection of these demographics will be the ideal market for the Ralph Lauren x Billie Eilish collection.
<b>Where will this ad appear?</b>	<p>This ad will appear in:</p> <ul style="list-style-type: none"><li>• OOH elements - billboards and bus shelters located in major cities - specifically near performing arts and fashion specific high schools, business districts with heavy office worker foot traffic, and commonly traveled highways</li><li>• Online advertising - social media (Instagram and TikTok) and subscriber newsletters targeted to followers of</li></ul>

	<p>both Ralph Lauren and Billie Eilish, as well as those in the target demographics - Billie Eilish fans are very engaged on social media (especially because Eilish herself is involved on social media), while current and potential Ralph Lauren customers are likely using social media as a break during the day or a way to wind down in the evenings.</p> <ul style="list-style-type: none"><li>• Print ads - Limited one-page magazine print ads will run in premium publications with strong Gen Z readership - Vogue and Cosmopolitan, and strong fandom readership - Rolling Stone. Ralph Lauren customers would be reading these magazines to gain fashion inspiration or lifestyle advice, while Billie Eilish fans would want to read about the latest trends. In addition, they would want to have a physical copy of an ad or article featuring Billie.</li><li>• TV spots and streaming ads - 30-second video ads will air during primetime shows and reality shows including “Love Island,” “Survivor,” and “Big Brother,” as well as during cultural events with high Gen Z viewership including the Super Bowl, Grammy Awards, Academy Awards, and MTV Video Music Awards. In addition, streaming services with ad-supported versions like Hulu, Netflix, and Max will run</li></ul>
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	<p>ads during shows that are popular among the target audiences, including “911,” “Black Mirror,” “Euphoria,” “Wednesday,” and “The White Lotus.”</p>
<p><b>Why do we need this ad?</b></p>	<p>We need this ad so we can reach the target audiences where they’re at. Not everyone follows brands or artists (even if they’re fans) so it is important to advertise the collection in order to increase awareness and encourage sales.</p>
<p><b>Advertising Headline/Tagline</b></p>	<p>The advertising headline/tagline will be Birds of a Feather: We Should Stick Together. This is a line from Eilish’s song that is a natural flow from the collaboration name Birds of a Feather. It also is a nod to the partnership between Ralph Lauren and Billie Eilish and will be highlighted throughout the campaign in regard to sustainability, due to both Eilish and Ralph Lauren’s commitment to it and the fact that the collection has been made sustainably.</p>