

## Creative Brief

### Company: Ralph Lauren

- Iconic luxury brand blending timeless Americana with modern style.
- Saw 32% e-commerce growth in FY22, showing strong digital momentum.
- Successfully connects with Gen Z through influencers and collaborations.
- **Insight:** Ralph Lauren's modern collabs and digital savvy keep it relevant with younger audiences.

### Consumer: Gen Z (Ages 18–24)

- 32% of the global population; highly active on social platforms for fashion inspiration.
- Value authenticity, inclusivity, and sustainability—Billie Eilish embodies all three.
- In LA, areas like **Westwood, Silver Lake, Echo Park, and Koreatown** are Gen Z hubs.
- 71.7% of Gen Z renters in LA are cost-burdened, increasing their demand for high-impact, meaningful purchases.
- **Insight:** Gen Z craves limited, expressive fashion that aligns with artists they trust.

### Culture: Music x Fashion Influence

- Music and fashion deeply influence Gen Z identity.
- Artists like Billie drive trends; fans adopt their style.
- Online fashion/music communities amplify brand messages.
- **Insight:** A collection led by Billie Eilish, grounded in music and digital storytelling, meets Gen Z where they are.

### Category: Artist x Fashion Collaborations

- Gen Z gravitates toward capsule drops with narrative, exclusivity, and cultural relevance.
- Authentic collabs outperform trend-only partnerships.
- **Insight:** This collection offers both design credibility and artist authenticity.

### Strategic Direction

#### Objective

Launch *Birds of Feather Capsule Collection* exclusively on RalphLauren.com to engage Gen Z through Billie Eilish's creative direction.

#### Key Message Mapping

- **Single-Minded Message:** “We collaborated with Billie Eilish to create a collection that speaks to Gen Z identity, creativity, and culture.”
- **Gen Z Messages:**
  - “It's giving what it needs to give: the drop is exclusive, nostalgic, and intentional.”
  - “It's designed by Billie and exclusively online—get your box delivered ASAP.”

## Tagline

*"I'm With The Birds" – Ralph Lauren by Billie Eilish*

## Channels

- Prioritize Instagram, TikTok, and YouTube Shorts.
- Feature styling content, behind-the-scenes, and UGC.

## Partnerships

- Collaborate with Billie-aligned Gen Z influencers and fashion creators.

## Launch Strategy

- Lead with storytelling and immersive digital content.
- Focus on music, fashion, and identity intersections.

## Measurement of Success

- **Sales:** Track online capsule revenue.
- **Engagement:** Monitor social content performance + hashtag usage.
- **Brand Lift:** Measure Gen Z sentiment and perception post-launch.
- **Traffic:** Track Gen Z-driven spikes to RalphLauren.com.

## Location Placements

### Billboards – Los Angeles:

- **Westwood:** Near UCLA; median age ~27.
- **Silver Lake:** Popular with creatives, artists, and trendsetters.
- **Echo Park:** Affordable, youth-driven community.
- **Culver City:** Home to media and tech—young, style-conscious professionals.

### Bus Stop Ads – High Gen Z Transit Routes:

- **Line 720 (Wilshire):** Hits Westwood + Koreatown.
- **Line 754 (Vermont):** Serves Koreatown + South LA.
- **Line 2 (Sunset):** Covers Echo Park + Silver Lake.

**Rationale:** These routes pass through Gen Z-heavy neighborhoods and student hubs.

## Print Magazine Partnerships

- **i-D Magazine:** For collectible, artistic Gen Z content.
- **Dazed:** Youth-focused fashion, identity, and pop culture.
- **Paper:** Bold, artist-led visuals and pop crossover appeal.

## References

*Access to public transit – neighborhood data for social change*. (n.d.).  
[https://la.myneighborhooddata.org/2019/02/access-to-public-transit/?utm\\_source=chatgpt.com](https://la.myneighborhooddata.org/2019/02/access-to-public-transit/?utm_source=chatgpt.com)

Dazed. (n.d.). *Dazed & Confused Magazine | Fashion, Art, Music, film, ideas | Dazed*. Dazed Digital. <https://www.dazeddigital.com/>

*Metro Data Los Angeles*. (n.d.). <https://www.metro.net>

Mac Donnell, C. (2025, March 25). ‘Tangible & collectible’: i-D back on shelves as gen Z revives fashion magazines. *The Guardian*.  
[https://www.theguardian.com/media/2025/mar/25/i-d-magazine-gen-z-demand-fashion?utm\\_source=chatgpt.com](https://www.theguardian.com/media/2025/mar/25/i-d-magazine-gen-z-demand-fashion?utm_source=chatgpt.com)

*Secret Los Angeles*. (n.d.).  
[https://secretlosangeles.com/us-gen-z-rent-burdened-in-la/?utm\\_source=chatgpt.com](https://secretlosangeles.com/us-gen-z-rent-burdened-in-la/?utm_source=chatgpt.com)

The Harris Poll. (2024c, March 13). *Mirroring their favorite A-list celebrities, Gen Zers don Polo Ralph Lauren - Harris Poll*. Harris Poll.  
[https://theharrispoll.com/briefs/mirroring-their-favorite-a-list-celebrities-gen-zers-don-polo-ralph-lauren/?utm\\_source=chatgpt.com](https://theharrispoll.com/briefs/mirroring-their-favorite-a-list-celebrities-gen-zers-don-polo-ralph-lauren/?utm_source=chatgpt.com)

*paper mag*. (n.d.). <https://www.papermag.com>

Wikipedia contributors. (2025, March 21). *Los Angeles*. Wikipedia.  
[https://en.wikipedia.org/wiki/Los\\_Angeles?utm\\_source=chatgpt.com](https://en.wikipedia.org/wiki/Los_Angeles?utm_source=chatgpt.com)

*We Forum*. (n.d.).  
<https://www.weforum.org/agenda/2023/01/generation-z-characteristics-workplace/>