RALPH LAUREN
Voyage

THE RL TOUR
LAUNCHING CAMPAIGN
“I’ve always believed one could live many lives through the way we dress and the places we travel to, even if just in our imagination. The world is open to us, and each day is an occasion to reinvent ourselves and our imagination.”

Ralph Lauren
# TABLE OF CONTENT

Get ready to start a new global journey together with RALPH LAUREN *Voyage*

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take-OFF</td>
<td>7</td>
</tr>
<tr>
<td>TRENDS</td>
<td>11</td>
</tr>
<tr>
<td>GOALS</td>
<td>13</td>
</tr>
<tr>
<td>The CONTEMPORARY professional</td>
<td>15</td>
</tr>
<tr>
<td>The RL Tour</td>
<td>19</td>
</tr>
<tr>
<td>Pay-OFF</td>
<td>23</td>
</tr>
<tr>
<td>Phase ONE</td>
<td>25</td>
</tr>
<tr>
<td>Phase TWO</td>
<td>29</td>
</tr>
<tr>
<td>Phase THREE</td>
<td>41</td>
</tr>
<tr>
<td>the TIMELINE</td>
<td>50</td>
</tr>
<tr>
<td>Media</td>
<td>52</td>
</tr>
</tbody>
</table>
TAKE-OFF

THE RL TOUR
A campaign appealing to the desires of the Contemporary Professional, to spread the new message of Ralph Lauren and build a new relationship with the consumer.

A GLOBAL JOURNEY
This book embarks the start of a new journey for the Ralph Lauren brand - Ralph Lauren Voyage. To get the brand out there, a complete launching campaign has been designed to inform and engage with the new target group. In this book, the story of the campaign, The RL Tour, the why and the tools to get the message out there have been recorded.
The journey of your life
WHY THE RL TOUR?

TRENDS

EVER EXPLORING GENERATION
The Contemporary Professional lives life in an ever-entrepreneururing way, which leads to a never ending journey of discovering life. They don’t really think within boundaries anymore and desire to be everywhere and see everything in a short amount of time. They dream of becoming a real global citizen, whilst still keeping up their careers, put together in a so-called bleisure lifestyle.

FROM MATERIAL TO EXPERIENCE
The meaning of dreams has changed from being materialistic to more experiential, which is why the Millennial generation rather invests in genuine experiences than products. The story of Ralph Lauren campaigns has to change its current perception of dreams from being materialistic to more of a experience focussed lifestyle.

HUMAN TO HUMAN MARKETING
Millennial base their holiday destinations mostly on peer-to-peer input and Instagrammability. This type of crowdsourcing has become their number one source of inspiration and information and is officially known as human to human marketing.
GOALS

MAIN GOAL
To introduce the new Ralph Lauren brand identity to the press and outside world and hereby shifting away the brand perception from outdated and unrelatable. The result should be a newly established relationship between the new Ralph Lauren Voyage brand and our tribe, the Contemporary Professional, expressed through brand awareness and sales.

COMMUNICATION GOAL
Present Ralph Lauren Voyage’s brand identity as an enriching and worldly take on businesswear inspired by travel, showcasing a global citizen.

TRIBE GOAL
With this campaign Ralph Lauren Voyage inspires and motivates the Contemporary Professional to become a global citizen herself by wearing Ralph Lauren Voyage.
“I feel like I don’t really belong to a place that’s called home - I want to live and work everywhere and see all corners of the world.”
- Viktoria Valiulyte (31)

“What I love about travelling is to totally disconnect to reconnect. It makes work more bearable and you meet so many inspiring new people.”
- Marilia Callou (28)

“I always look up to woman who run a business and are everywhere in the world at once. I don’t understand how they do it, but it’s absolutely inspiring.”
- Fleur van Schaik (26)

The RL Tour campaign will focus on a new tribe, the Contemporary Professional, as primary target audience, with PR channels and hereby the Millennial consumer in general as secondary audience. The Contemporary Professionals are a subgroup of the Millennial generation, with an independent, ever exploring and entrepreneurial mindset, from 25 to 35 years-old. They have big expectations of themselves and of life, and feel like the world is theirs. To keep a healthy mind and lifestyle, they aspire seeing the world while still succeeding in their profession - a healthy work-life balance. In the end, her dream is to become a true global citizen.
We’re ready to take you there
A campaign to introduce the new Ralph Lauren Voyage brand, showcasing the beauty of enriching yourself by combining business with travel. In this way, we make everyone able to become a global citizen.
The world is yours
Join the RL Tour, and start the journey of your life. We’re ready to take you there. Are you in?
Call time
The press release

Boarding
Video teaser and Instagram competition
PHASE 1

The RL Tour campaign will consist out of three phases: the announcement, the take-off and anticipation. In the first phase, a video teaser posted on different online media will guide the target group to the new brand’s social media outlets to announce the upcoming show and launch and invite them to join it live by a give-away. The 50 people of the first 10000 followers of our Instagram will get a chance to win 2 tickets for the Departure show, making 100 tickets in total.

The videos will be placed on websites like the New Yorker, Vogue, Harper’s Bazaar and Time, where else the teasers will also be played upon videos of TEDX and online documentaries focussing on entrepreneurship and fashion. PR partnerships will be created with those media for full and radical coverage of the launch.
START OF THE RL TOUR

Boarding

BANNERS - PR CHANNELS - RL SOCIAL MEDIA - WEBSITE

VIDEO TEASER

After the announcement in July, Call Time, The RL Tour journey kicks off in August with an online video teaser. The teaser should spark the interest of the Contemporary Professional and make her interested in what’s coming: the brand’s launch. Three chapters will be shown, whereby the story of our global citizen muse comes to life: in the first chapter, she will be flexworking, discovering someplace new. Here she embodies a typical bleisure woman: working abroad, combining work with discovering new places and thus ending up at lively and inspiring environments. Secondly, she will nourish her imagination while she goes outside of work and starts exploring the local nature. In the last chapter, she will come closer to the locals and get inside of a local crafts store to indulge and inspire herself, with the country’s most beautiful products - a complete authentic experience. In the end of the video, the viewer will be invited to get on board of this journey and become a global citizen by participating in the online competition. The key message is clear: in all situations shown, anyone can become a global citizen.

INSTAGRAM COMPETITION

By following the Ralph Lauren Voyage Instagram account, the first 10000 followers will get a chance be lucky enough to receive one of the 100 tickets that will become available to enjoy the show experience during New York Fashion Week in September 2018. The online audience will be led to our social media accounts by the video press release posted by selected PR partners like VOGUE & Harper’s Bazaar, banners and Ralph Lauren’s current online media.
Departure
The NYFW show experience

Focus
The story behind the collection

Memorize
#IWasHere activation

Share
Brand ambassador videos
Once the show will take place with our RL Tour crew of selected brand ambassadors and ticket winners, more consumers will end up at the website or other social media of Ralph Lauren Voyage. The target group will find out about the story behind Ralph Lauren Voyage, see the newly released videos of the RL Tour crew, the campaign story and announcements of the pop-ups at airports plus geo-filters. The visitors will kick-off the start of the #IWashHere hashtag movement with a special photobooth at the show experience, as follow-up of the released RL Tour crew videos.

PHASE 2
The official launch of the brand will be during New York Fashion Week in September 2018. The show experience will take place in an old hangar at JFK airport: starting point of thousands of journeys each day. The message has to come across in a very clear way: a new global direction for the Ralph Lauren brand.

**INVITEES**

The show will be featuring mostly **international press** and **selected influencers**, who will be dressed up in selected Ralph Lauren Voyage pieces during the show, posting **live content** as runner up to the next step of the campaign. Press and brand ambassadors will showcase backstage sneak-peeks, front row close-ups and of course the photo booths. The fashion show itself will be **livestreamed** on the Ralph Lauren & Ralph Lauren Voyage website and at selected media partners. Also, the **100 winners** from the Instagram competition will be received at the venue like VIP’s to enjoy the show from up-close and get to know how the business really works.
INSPIRATIONS EXHIBITION

To create an all encompassing show experience focussing on global citizen lifestyle, the event will include an exposition showcasing the inspirations and craftsmanship per outfit right after the show. The exposition will take visitors on an intimate journey into the brand’s artistic universe, where it reveals the singularity of the creative process, which will be illustrated with various and numerous sources of inspiration. Local stories will come to life and the business becomes more transparent: a close look behind the doors of the Ralph Lauren Voyage brand. The first collection is an intercontinental one and not linked to one destination, so every outfit installation will feature cultural inspirations from each country used: a new global direction for the collection, all focussed on showcasing the RL Tour lifestyle, inviting everyone to become a global citizen.

ONLINE PRESENCE

Content of the exposition will be posted on Ralph Lauren Voyage social media channels after the show, plus the additional PR partnerships. The Ralph Lauren Voyage website will feature a special section showcasing all of the information about the exposition.
#IWasHere
The campaign will further on boost user generated content with the hashtag #IWasHere. To kick-off this hashtag movement, the Departure show experience will include a high-end photo booth where the guests are invited to take a photo and share this on Instagram along with the hashtag #IWasHere, to memorize their experience of being part of the RL Tour. This specific photo booth will represent an intercontinental one focussing on the departure of the tour, which means an airport will be used as inspiration. In this way, press, brand ambassadors and the winners share their experience on social media as one of the few who were there, but on the other hand already start participating in the campaign by creating the first submissions. Their followers, including the ones from the brand ambassadors, will get to know about the campaign and invited to go to a photo booth later on and share their #IWasHere photo as well.
BRAND AMBASSADOR VIDEOS

Right after the show, videos of our RL Tour crew will be released online. Influencer marketing has become one of the most important and fastest emerging markets for marketeers. The Contemporary Professional uses influencers as one of their main inspirations to identify herself with. To spread the new Ralph Lauren Voyage brand message in a personal and relatable way, special brand ambassadors will be appointed who embody the spirit of a global citizen to tell their story and share this online.

STORYLINE

In the videos, the focus is on how those women once thought of becoming a global citizen, how they tried to achieve their dreams and how this made them able to see the world. The key message is simple: showing there’s a global citizen inside all of us. The videos will be posted on their own channels, Ralph Lauren Voyage online media and hereby inspire and activate their following to participate in the campaign and become a global citizen themselves.

The following questions will be answered in a monologue voice-over:
What did you dream of when you were younger and how did you want to achieve them?
What makes you realise you achieve your dreams?
What advice would you give your 18-year-old self?
How do you maintain a healthy work/life balance?
What is your best bleisure memory, when & where you felt truly alive?
THE RL TOUR CREW

JENNIFER LAWRENCE
ACTRESS & FEMINISM ACTIVIST

DOUTZEN KROES
MODEL & HUMAN RIGHTS AMBASSADOR

PAYAL KADAKIA
TRAVELLING ENTREPRENEUR

CHIARA FERRAGNI
INFLUENCER & FASHION ENTREPRENEUR

LUPITA NYONG’O
ACTRESS & HUMAN RIGHTS ACTIVIST

EMMA WATSON
ACTRESS & FEMINISM ACTIVIST
Share
Pop-up photobooths to memorize

Unlock
Geo-filters to participate

Choose
The online competition

Open-up
In-store activation
PHASE 3

At this point, the primary target audience will want to identify herself with the story of the global citizen. This is the moment where she has to post a photo herself in one of the photo pop-ups and participate online in the competition with #IWasHere, or of course make a purchase. The pop-ups will be beautifully executed editorial photo booths, each representing a different destination around world, but never the same where the pop-up is situated at. By contributing, 10 of them have a chance of winning a journey of their lives to the linked destination with the design team, to see how the collection will be established and of course some leisure time. Every pop-up participant will receive a personalized hangtag for her bag right away after posting the photo as a reward.

For the ones who are not able to make it to one of the pop-up photo booths, special geo-filters will become available which can be unlocked once visiting the city where the pop-ups are situated at. Once both pop-up and geo-filter photos are posted, all of them will be posted online on the special RL Tour campaign page to collect and vote for the results.
To activate the campaign and engage with our consumer, **pop-up photo booths** will be installed at 20 **metropolitan airports** around the world, each relating to a different location, but never the same location as where the pop-up is situated. Visitors will be **encouraged** to pose in front of the photo booth and share their photo with #IWasHere. Once the photo is posted, the visitor will receive a **personalized bag hang tag** as complimentary gift.
Greetings from
BANGKOK

RALPH LAUREN
Voyage
GEO-FILTERS ALL AROUND THE WORLD

For the consumer who’s not travelling, but still wants to participate in the campaign, Ralph Lauren Voyage geo-filters can be unlocked on Instagram & Snapchat to still take their #IWasHere photo in the same city as the pop-up is situated in. In this way, the message of Ralph Lauren will come across a very broad audience, and we open up the previous aristocratic world behind the brand and make it more accessible. In the end, we believe anyone can become a global citizen.
BECOME A GLOBAL CITIZEN

#IWashere

SUBMISSIONS

Being a global citizen is something we believe is possible for everyone. Whether you dream of browsing around the desserts of Oman, meeting friends in Mumbai or creating new business in Toronto, it's different for everyone. Submit your ultimate #IWashere moment or vote for your favorite and get ready to build on a new story, together with Ralph Lauren.
LEAVE YOUR MARK

The consumer gets a chance to win a trip to the pop-up or geo-filter linked destination, but in order to win, the photo needs to end up in the top 10. To make your way to the top 10, everyone gets a chance to vote online, on Instagram or on the special RL Tour campaign page to decide who has made the most unique #IWasHere moment. We put the power in the hands of the consumer and also in this way they get to decide which will become the inspiration destination for the next collection.
IN-STORE ACTIVATION

Open-up BRAND AMBASSADORS

THE ESSENTIALS OF A GLOBAL CITIZEN
To bring the RL Tour to life in-store, each Ralph Lauren Voyage flagship store will feature an installation which will showcase what’s inside the suitcase of one of the brand ambassadors. Each brand ambassador will curate their selection of products (Ralph Lauren Voyage branded and non-RL branded) to take with them when they go on their personal journeys each time. By doing so, we bring the brand ambassador closer to our shoppers and give a real inside look into the world of a global citizen.
TIMELINE OF THE RL TOUR

CALL TIME
1. Announcement of the new brand on social media and PR channels in July 2018

BOARDING
2. Release of the teaser video on social media and PR channels, including reposts by our brand ambassadors. This is also the start of the show competition: the first 10,000 followers have a chance to win tickets to be there.

DEPARTURE
4. Show experience will take place during New York Fashion Week in September at an old hangar at JFK Airport, including press, the winners and selected brand ambassadors.

FOCUS
5. An exposition showing the inspiration and craftsmanship behind each outfit will take place right after the show.

3. Announcement of 100 the winners which will be attending the ‘Departure’ show experience

JULY 2018  AUGUST 2018  SEPTEMBER 2018
6. The launch of the online RL Tour hashtag movement will kick off with the special editorial photo booth, inviting guests to memorize their first Ralph Lauren Voyage show and tag their content with #IWasHere.

SHARE & UNLOCK
8. Photo booths will be placed at airports all over the world (as seen on map) where the Contemporary Professional will be invited to create her own #IWasHere moment in the booth, each one relating to a different location all over the world. For the ones that are not able to visit those, there will be special Geo-filters in each city to make their photo.

SHARE
7. Videos of the selected brand ambassadors will be released on RL Voyage channels, their owned channels and at PR channels, and activated into store, to share their story on becoming a global citizen and inviting others to share theirs with #IWasHere.

ARRIVAL
10. The 10 winners will be announced online and win a bleisure trip to the destination linked to the most liked photo to source inspiration for the new collection.

CHOOSE
9. By going to the special RL Tour #IWasHere page on our website, viewers can vote for their favourite #IWasHere shot by simply liking it. The top 10 winners will join the design team to go on the trip of their life, to the no. 1 winner destination.
MEDIA

FACEBOOK
World’s biggest platform will be the most important for announcements and the teaser. All video content will be posted here, as most used social platform for the Contemporary Professional.

INSTAGRAM
Instagram is one of the most visually appealing social media, which is why this is the focus to repost the content of our brand ambassadors, show their videos and use it for editorial purposes. In the end, Instagram is the point where we expect to see most user generated content coming from our primary and secondary target audience. Also, all outfits posted here will be immediately shoppable on our website.

WEBSITE
Ahead of the launch of the brand at NYFW, the website will show the teaser. After the launch, the Ralph Lauren Voyage website will feature a special RL Tour page like shown before to make the viewers able to see the videos and story behind it and of course an incorporated Instagram feature to vote for their favourites. In the end, the winners will be announced here as well and content of the eventual trip.

YOUTUBE
As main video platform, Youtube will feature all of the videos from the teaser to the influencer videos, and backstage/front row scenes from the fashion show to get to consumer closer to the brand.

PRINT
Once the brand is out there in September 2018, campaign visuals will be released and posted in magazines like Vogue, Harper’s Bazaar and Time to present the new visual identity of the Ralph Lauren Voyage brand.
Ready for take-off?