

# RALPH LAUREN

To: Head of Marketing Department

From: Dazalyn Moreno

## Media Report

Ralph Lauren has been around for over fifty years; our aim in the company is to provide customers with a luxury lifestyle within the following five categories: apparel, home, footwear, hospitality, and accessories. It is not only vital that we target our customers with this lifestyle within Ralph Lauren but also within the following company brands: Ralph Lauren, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, and Chaps. Our goal and purpose of our Instagram page is not only to promote sales but also to **consistently build** our Ralph Lauren **community**. This report focuses on our most popular social media platform, Instagram; the following can be said about our engagement and marketing strategies:

### Engagement:

On our Instagram, the main page, Ralph Lauren, has **16M followers**; however, the page and posts **do not** consistently have the average amount of likes for some of the posts. Engagement is fairly low, with around **3k out of 16M followers likes and a spontaneous 10k**.

On Ralph Lauren's main Instagram page, there are various pages of our other brands linked in the bio, **but none of them have a working hyperlink**; this can cause lower customer engagement and, at times, become frustrating for our consumers. A suggestion to fix this issue is to remove the linked pages, and instead of linking them the main Ralph Lauren page only follows our other brands and **no influencers/celebrities**.

One thing noticed within our page is the promotion of certain products; most of the time, when a model is modeling our clothing, it almost **never** shows below their waist; however, our **consumer engagement** is **consistent** with those photographs as it allows them to see our clothing up close and with more detail.

### Sponsored Events:

Ralph Lauren **sponsors** many **sporting events**<sup>1</sup>, including but not limited to:

- The U.S. Open, Australian Open
- Wimbledon

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[https://corporate.ralphlauren.com/pr\\_230816\\_RyderCup.html#:~:text=Ralph%20Lauren's%20partnership%20with%20the.team%3B%20and%20the%20American%20Junior](https://corporate.ralphlauren.com/pr_230816_RyderCup.html#:~:text=Ralph%20Lauren's%20partnership%20with%20the.team%3B%20and%20the%20American%20Junior)

- The Olympics and Paralympics
- The Championships
- The American Junior Golf Association
- The U.S. Ryder Cup Team

The company makes it known how important and stylish these events are to the company with posts throughout the event and important people in those sporting events wearing our apparel. Looking at Instagram posts, at the beginning of each event, there are posts leading up to the event to make the consumer aware of what event is happening, the new articles of clothing coming out for the event, and the athletes who are participating in these events although the Instagram shows the sponsored events we always **stay true** to our **timeless** moto and essence.

### **Improvement:**

The company's lack of posts to likes can potentially be attributed to a lack of company-to-consumer engagement on our Instagram. One way that can increase engagement is by doing the following:

- story polls
- Q&A with Ralph Lauren
- A history lesson on the company/brands themselves

With the understanding that our slogan is “**Defining timeless style since 1967.**” We can gear our engagement toward that; for example, looking at Conde Nast Vouge, they go as far as having an entire **event for** just their **members/consumers**; if Ralph Lauren did something similar, not only will we be connecting with the Ralph Lauren community but also in a way promoting our brand.

If Ralph Lauren wants to target **Gen Z**, the following can be said about the improvement:

As with the rebrand of Coach, many Gen Z users want the **reimagined of vintage/original items**; the company did what their consumers wanted, and now they are one of the most bought brands by Gen Z. Ralph Lauren could do something similar, one of the most bought items is Polo Bear sweaters the company can bring for a **limited amount** the **original Polo Bear**. Going on with that, they can create a **coffee table book** on the **history of Polo Bear** and the various drawings throughout the year, as many Gen Z consumers buy coffee table books. These improvements not only **keep our timeless style** but can **elevate** not only the **experience** of the consumer but also help the company's revenue grow.

Thanks,

Dazalyn Moreno