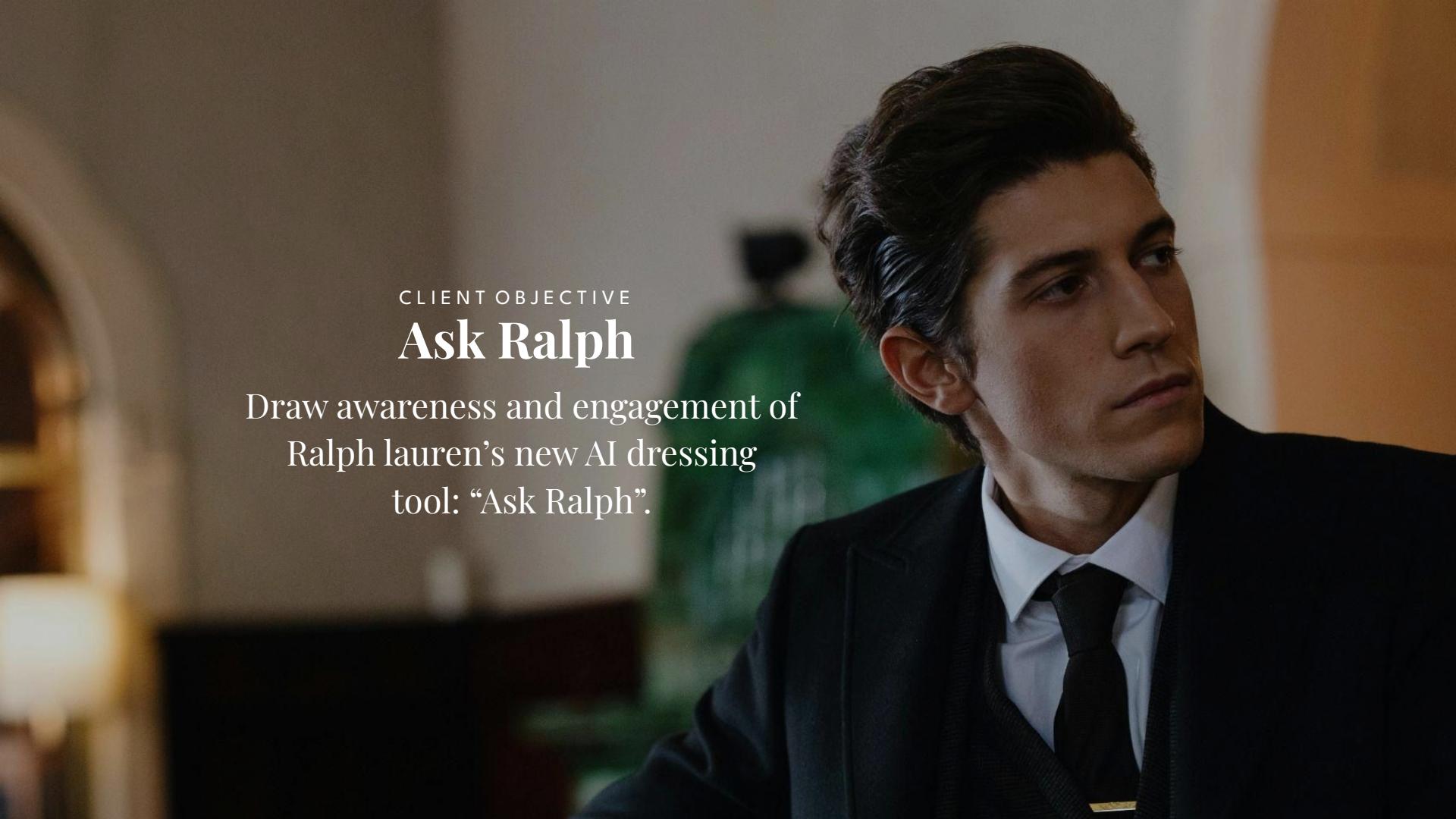




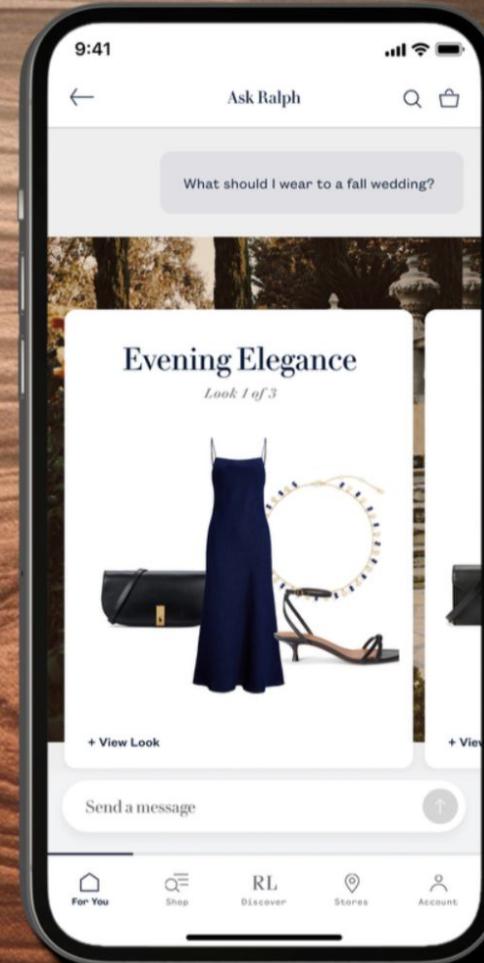
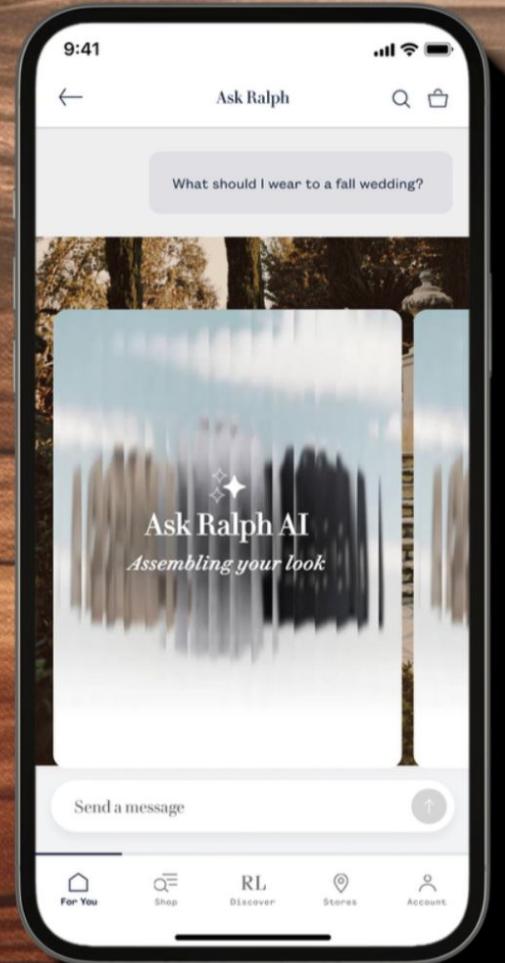
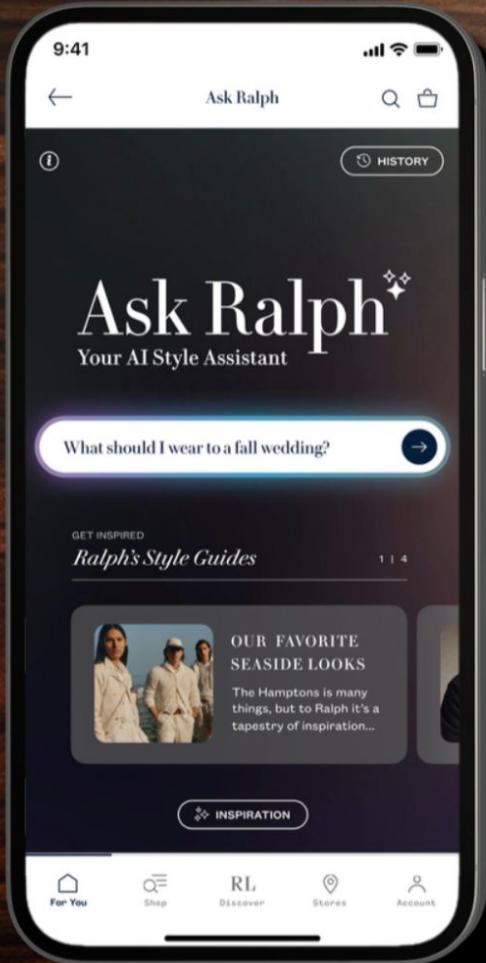
KALEI NAPOLEON, BRYCE PETERSON, & RYLEE GREEN

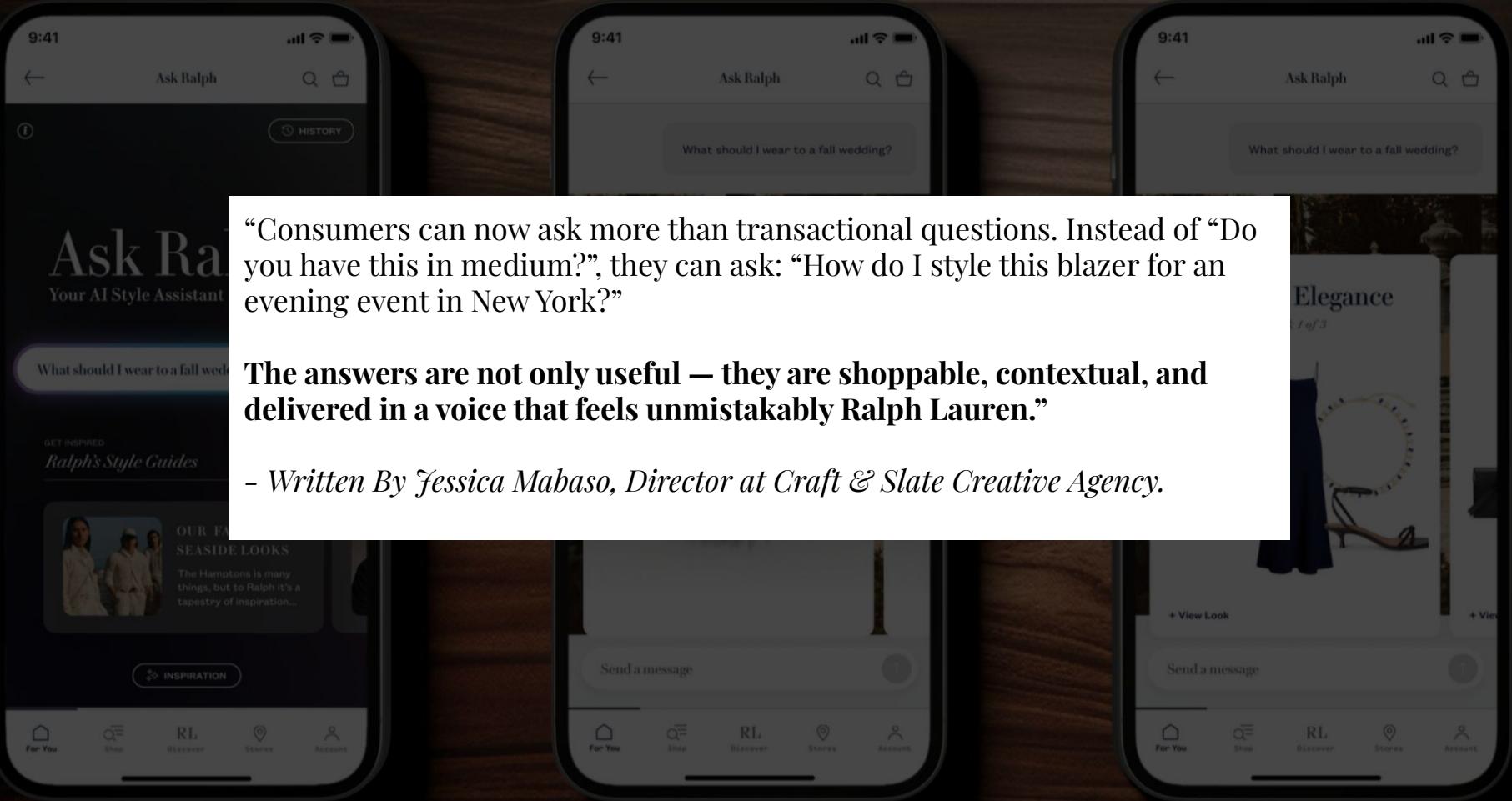
A close-up photograph of a young man with dark hair, wearing a dark pinstripe suit, white shirt, and dark tie. He is looking slightly to his right with a thoughtful expression. The background is blurred, showing what appears to be an indoor setting with warm lighting.

CLIENT OBJECTIVE

Ask Ralph

Draw awareness and engagement of
Ralph Lauren's new AI dressing
tool: "Ask Ralph".





Ask Ra. Your AI Style Assistant

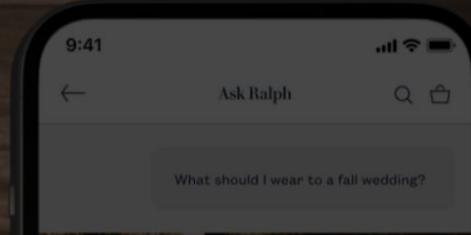
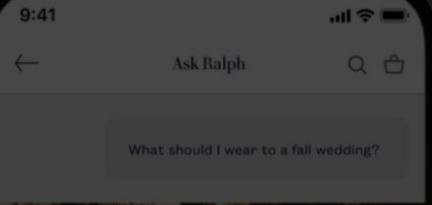
What should I wear to a fall wedding?

GET INSPIRED
Ralph's Style Guides



OUR FAVORITE
SEASIDE LOOKS
The Hamptons is many things, but to Ralph it's a tapestry of inspiration...

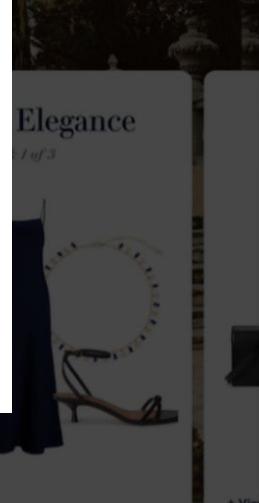
INSPIRATION



“Consumers can now ask more than transactional questions. Instead of “Do you have this in medium?”, they can ask: “How do I style this blazer for an evening event in New York?”

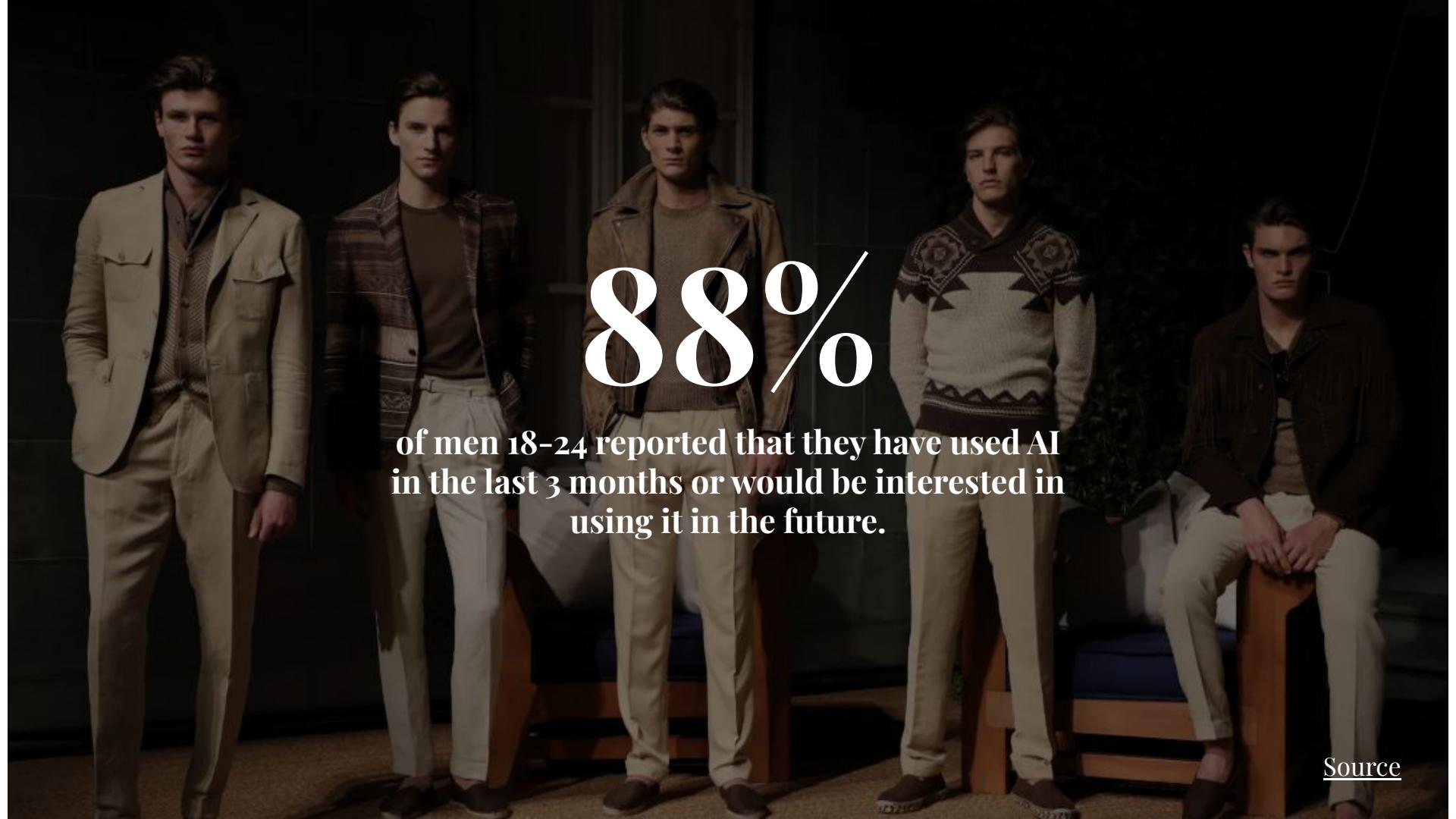
The answers are not only useful — they are shoppable, contextual, and delivered in a voice that feels unmistakably Ralph Lauren.”

- Written By Jessica Mabaso, Director at Craft & Slate Creative Agency.



+ View Look

+ View



88%

of men 18-24 reported that they have used AI
in the last 3 months or would be interested in
using it in the future.

Source

Ask Ralph[®]

EXCLUSIVELY IN
THE RALPH LAUREN APP

RALPH
LAUREN

L A N D S C A P E

Artificial Intelligence

Although some AI tools are criticized for replacing human creativity, most people find AI tools valuable when they enhance human creativity, rather than replace it. Ask Ralph has the opportunity to become a useful, human centered tool to better the lives of consumers.



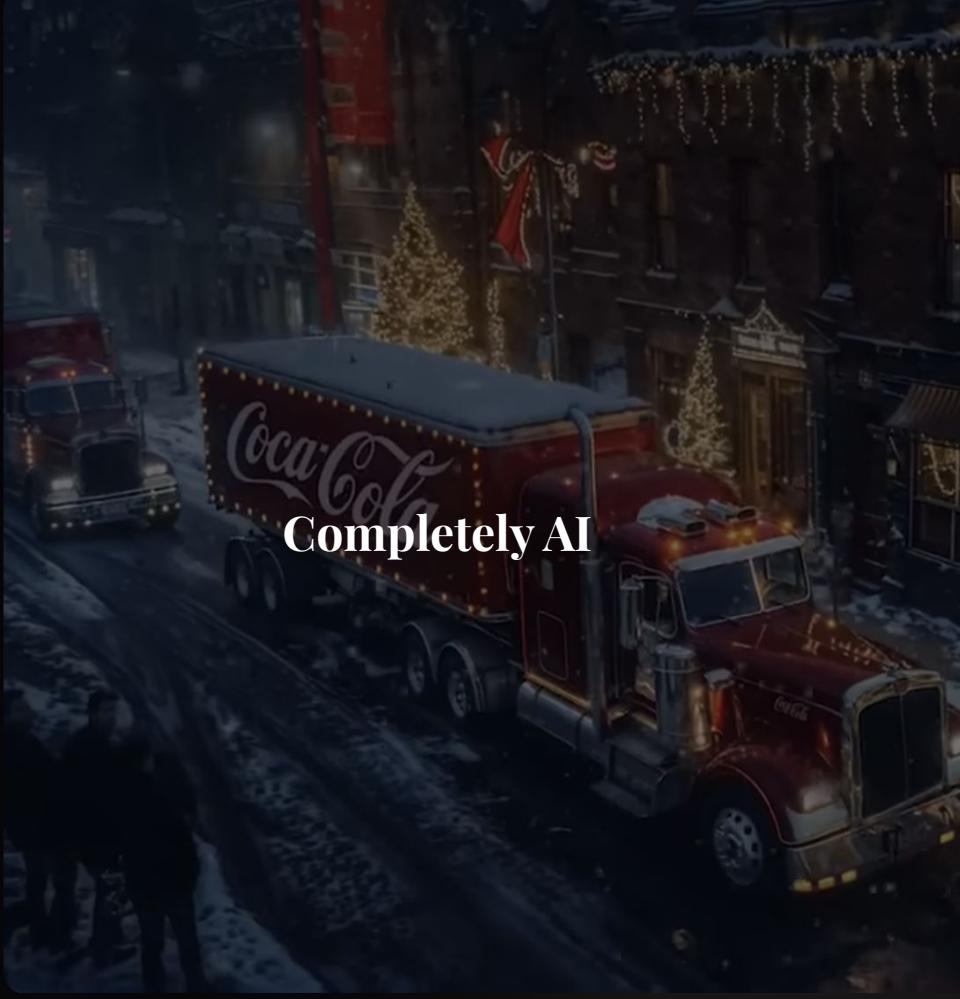
FOR EXAMPLE:





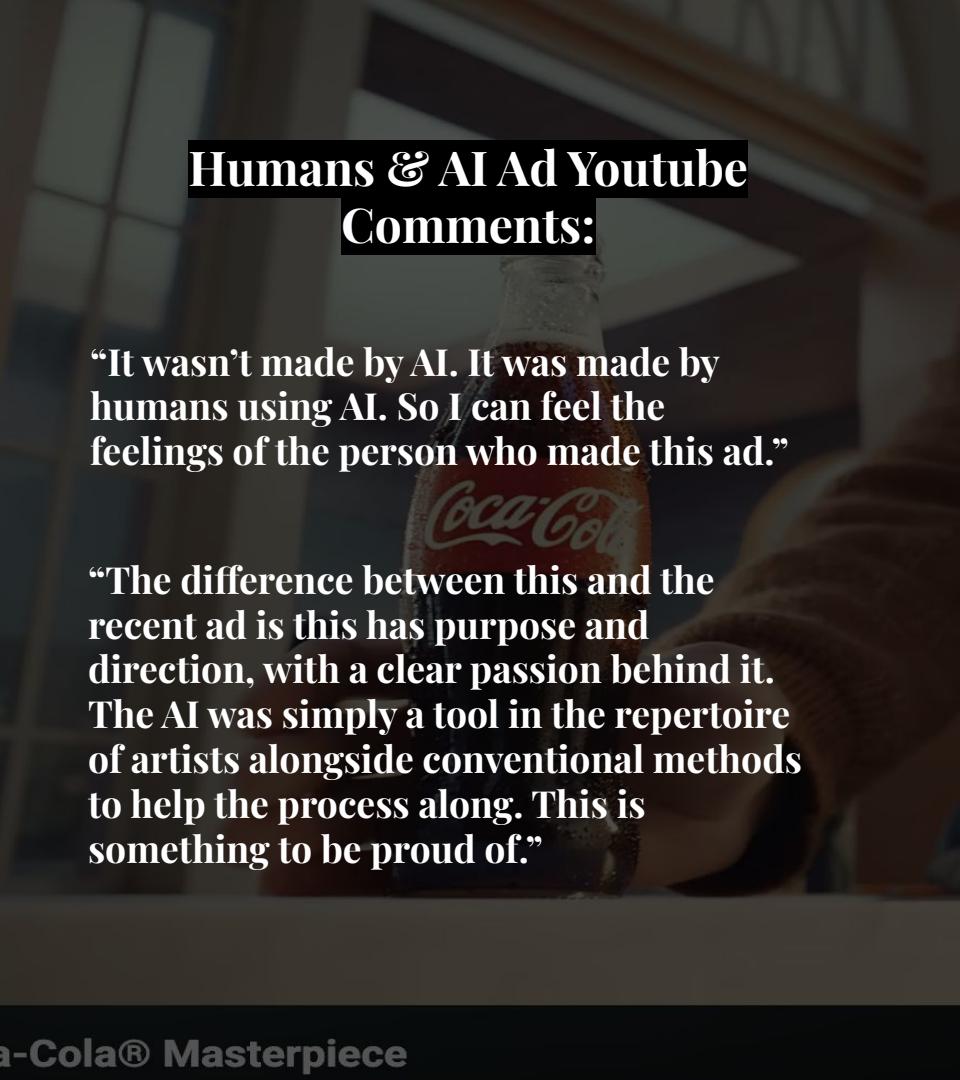
Humans & AI

Coca-Cola® Masterpiece



Completely AI

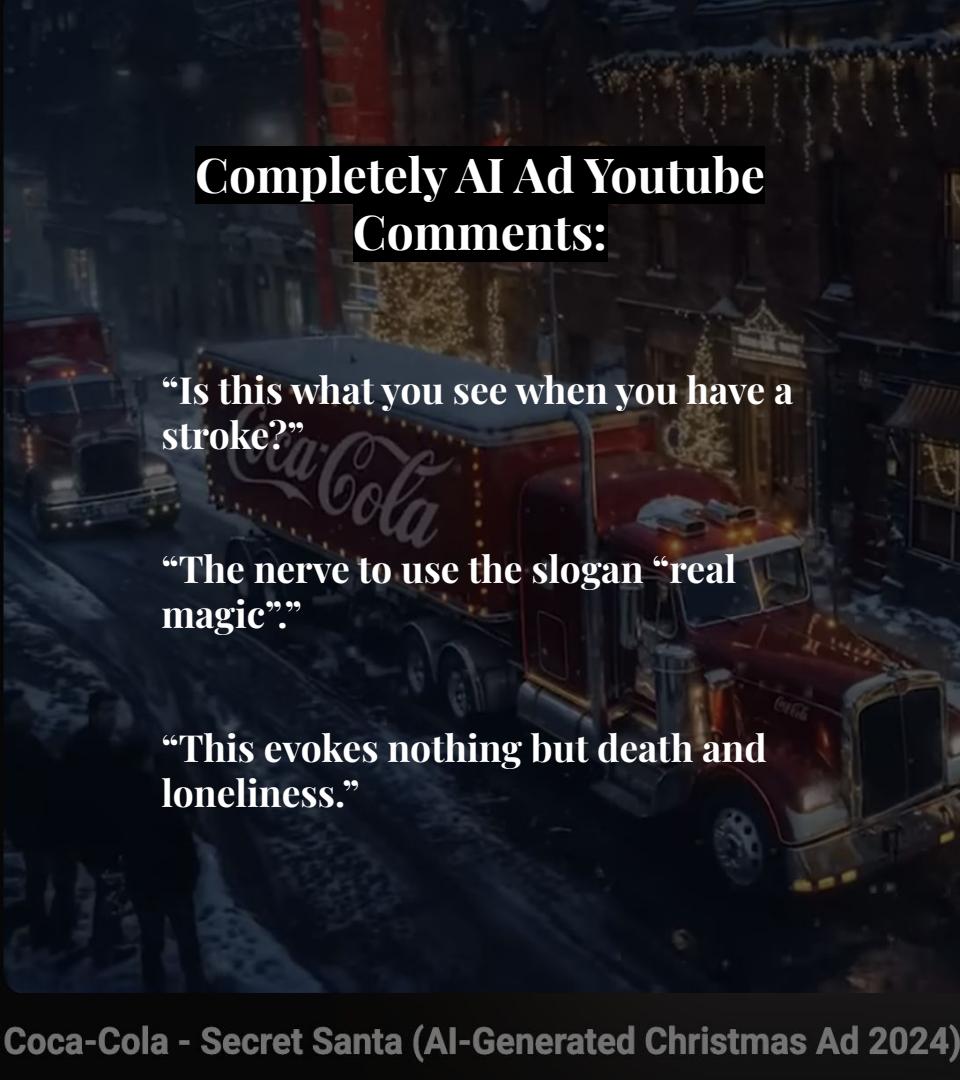
Coca-Cola - Secret Santa (AI-Generated Christmas Ad 2024)



Humans & AI Ad Youtube Comments:

“It wasn’t made by AI. It was made by humans using AI. So I can feel the feelings of the person who made this ad.”

“The difference between this and the recent ad is this has purpose and direction, with a clear passion behind it. The AI was simply a tool in the repertoire of artists alongside conventional methods to help the process along. This is something to be proud of.”

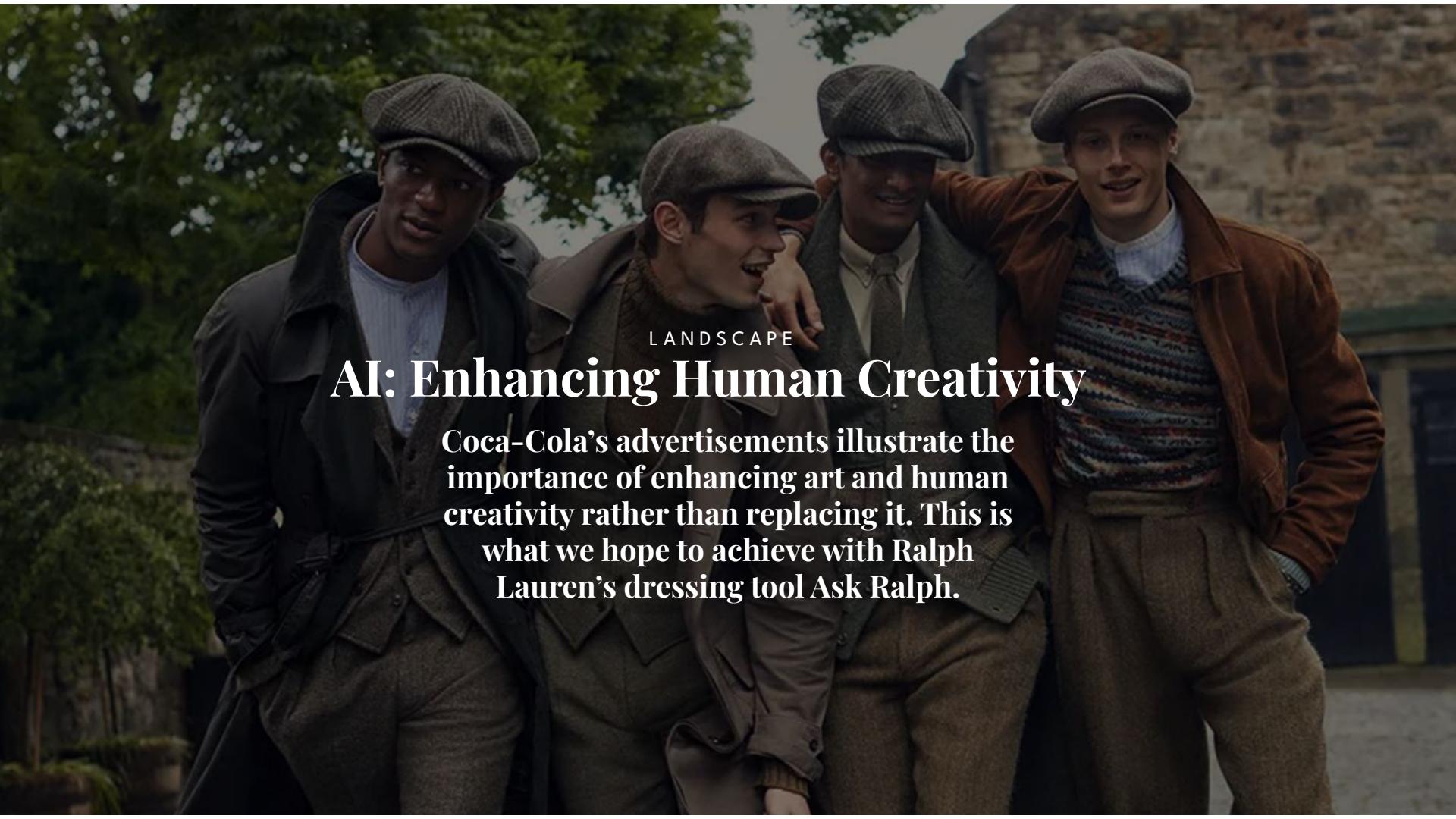


Completely AI Ad Youtube Comments:

“Is this what you see when you have a stroke?”

“The nerve to use the slogan “real magic”.”

“This evokes nothing but death and loneliness.”

A photograph of four young men dressed in early 20th-century style clothing. They are all wearing flat caps and dark coats. The man on the far left is looking directly at the camera with a serious expression. The man next to him is laughing heartily, his head tilted back. The third man from the left is partially obscured by the others, also smiling. The man on the far right is smiling and looking towards the camera. They are standing in front of a stone wall and some greenery.

LANDSCAPE

AI: Enhancing Human Creativity

Coca-Cola's advertisements illustrate the importance of enhancing art and human creativity rather than replacing it. This is what we hope to achieve with Ralph Lauren's dressing tool Ask Ralph.

LANDSCAPE

Artificial Intelligence

“The future belongs to brands that can intelligently **synthesize the scale of machines with the soul of humanity.**”

“If consumers perceive AI as a tool for corporate benefit at their expense, **trust in the brand will erode.**”

TARGET AUDIENCE

“Ralph’s Finest”

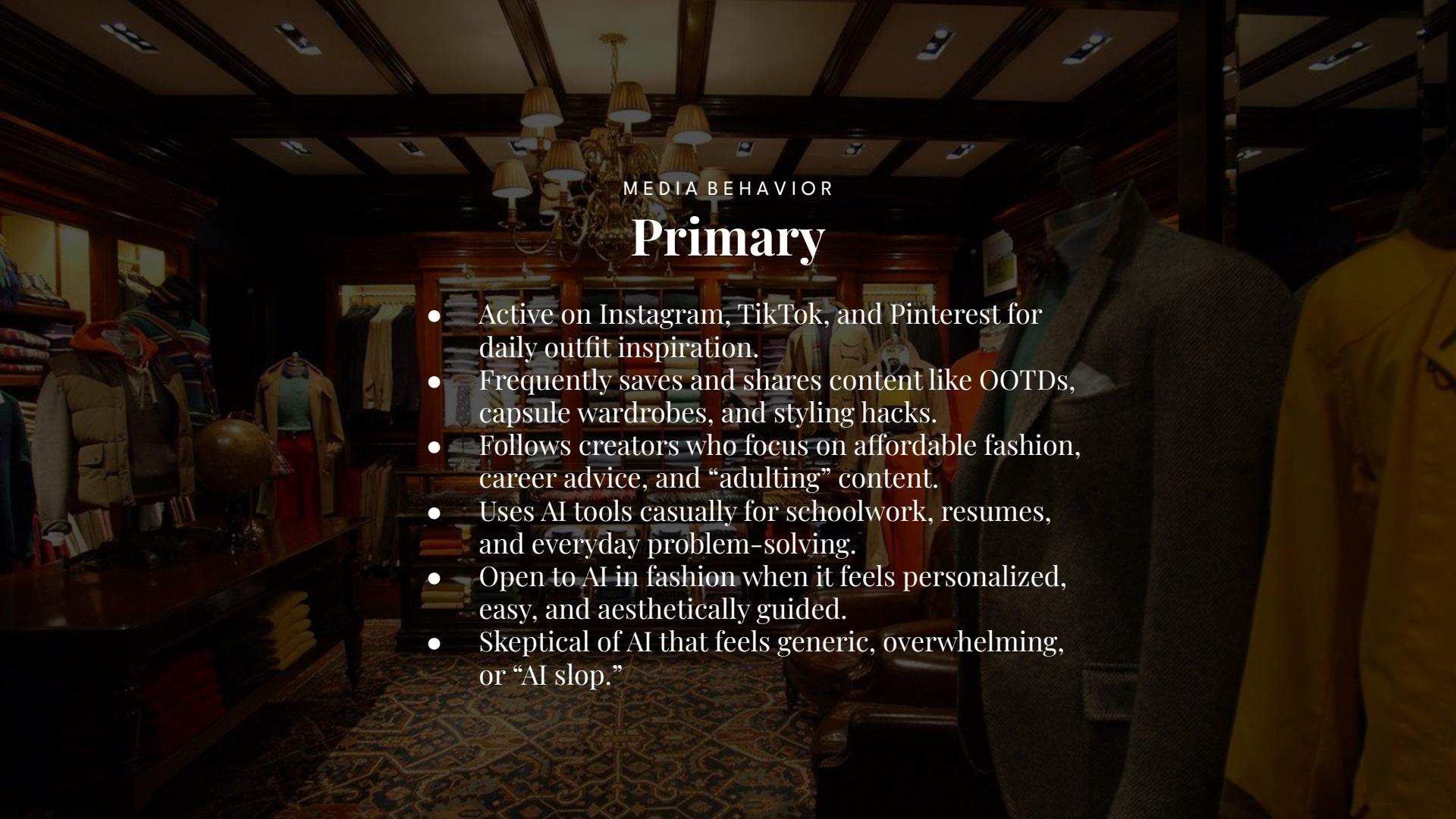
Want to start to dressing better but
don't know where to start and hesitate
to ask those around them.



AUDIENCE

Primary

- 18 - 25 years old
- People who use the app to get inspiration for outfits from Ask Ralph.
- Lower income (college students, new professionals).
- Entering an 'adult era' and the job market.

The background image shows the interior of a classic men's clothing store. The ceiling is dark wood with recessed lighting and several large, ornate chandeliers. The walls are made of dark wood paneling. In the foreground, there are racks of clothes, including a yellow jacket on the right and various shirts and jackets on the left. A patterned rug covers the floor.

MEDIA BEHAVIOR

Primary

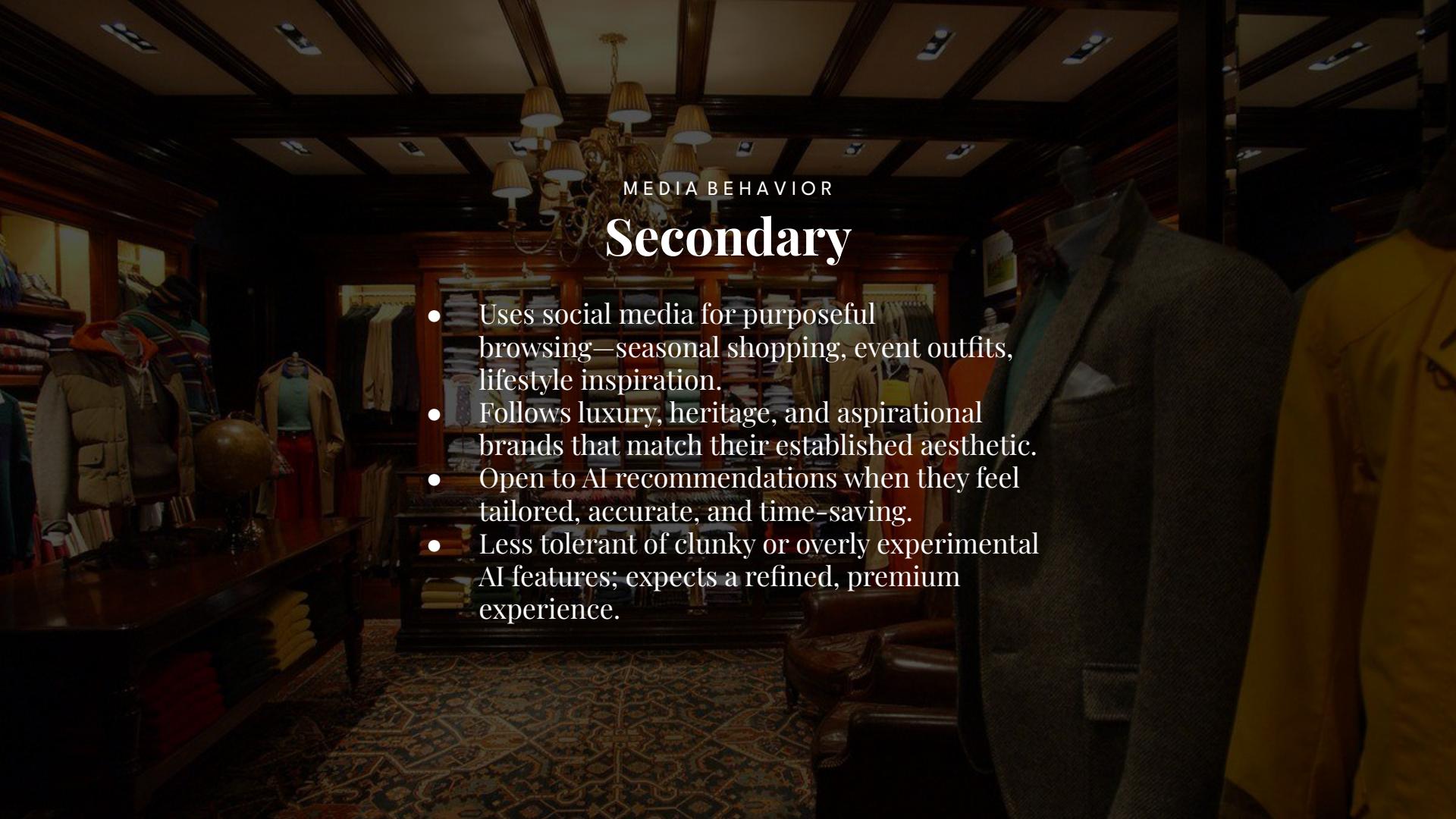
- Active on Instagram, TikTok, and Pinterest for daily outfit inspiration.
- Frequently saves and shares content like OOTDs, capsule wardrobes, and styling hacks.
- Follows creators who focus on affordable fashion, career advice, and “adulting” content.
- Uses AI tools casually for schoolwork, resumes, and everyday problem-solving.
- Open to AI in fashion when it feels personalized, easy, and aesthetically guided.
- Skeptical of AI that feels generic, overwhelming, or “AI slop.”

AUDIENCE

Secondary

- 25 - 50 years old
- People who shop using Ask Ralph and buy directly from the app.
- Higher income bracket
- More established career





MEDIA BEHAVIOR

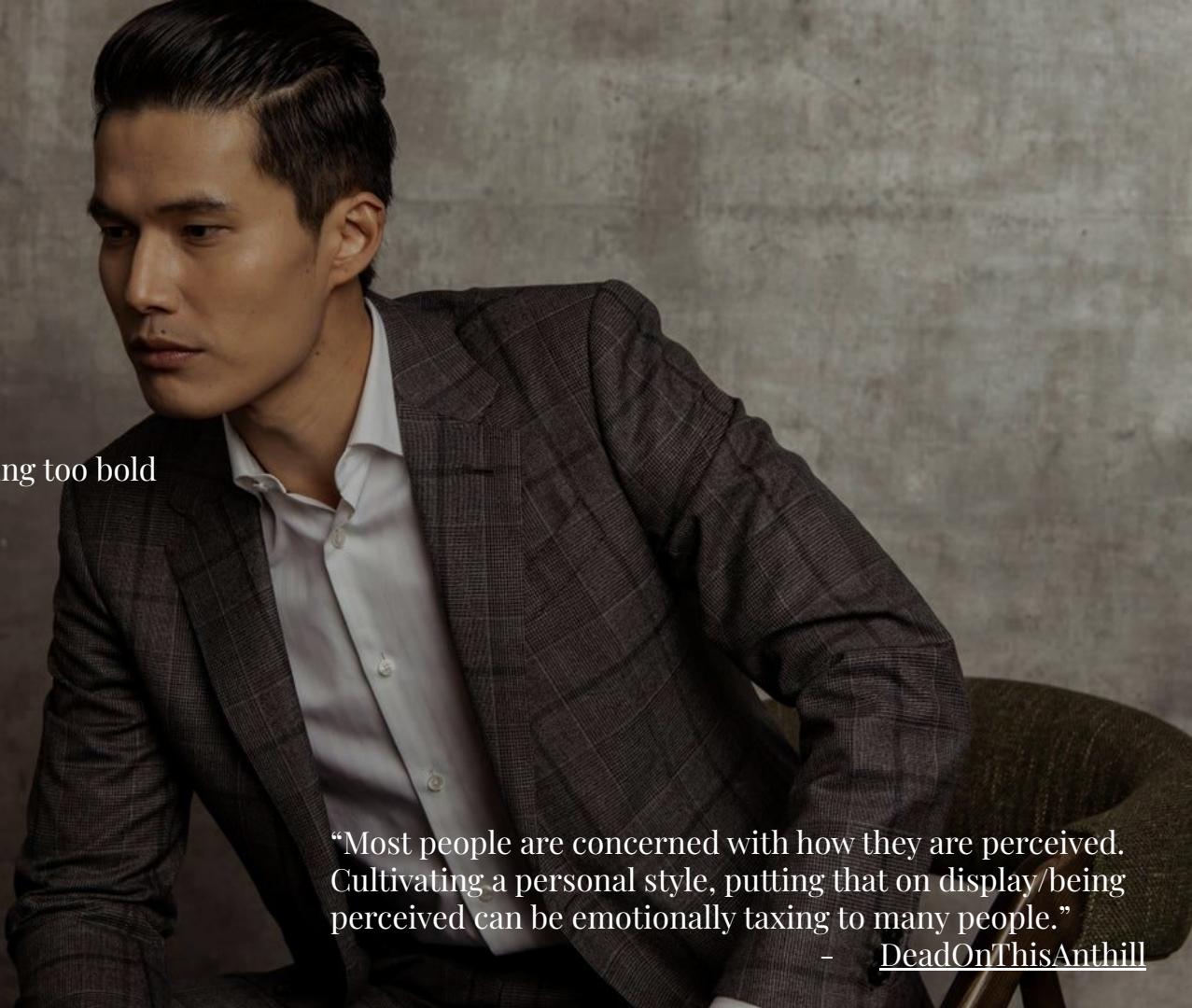
Secondary

- Uses social media for purposeful browsing—seasonal shopping, event outfits, lifestyle inspiration.
- Follows luxury, heritage, and aspirational brands that match their established aesthetic.
- Open to AI recommendations when they feel tailored, accurate, and time-saving.
- Less tolerant of clunky or overly experimental AI features; expects a refined, premium experience.

WHEN DRESSING NICE

They Fear

- Appearing pretentious
- Appearing too feminine
- Being made fun of by other men
- Standing out too much, outfit being too bold



“Most people are concerned with how they are perceived. Cultivating a personal style, putting that on display/being perceived can be emotionally taxing to many people.”

- DeadOnThisAnthill

“In every fabric and button, there’s an opportunity to present yourself to the world exactly how you want to be seen. It’s about respect, confidence, and yes, it’s also about enjoying the finer things in life, like a damn good suit or that perfect leather jacket. Dress well, live well.”

- Jenna Lauttenbach

A black man with short hair, wearing a dark tuxedo jacket over a white dress shirt and a black bow tie. He is standing with his hands clasped in front of him against a dark, textured background. The lighting is dramatic, highlighting his face and the texture of his suit.

WHEN DRESSING NICE

They Desire

- Subtlety
- Effortless class
- Minimalism
- Masculinity

A photograph of four men in suits sitting on a set of stone steps. They are all smiling and looking towards the camera or slightly to the right. The man on the far left is wearing a blue and white checkered suit with a matching tie. The second man from the left is wearing a green and white checkered suit with a patterned tie. The third man is wearing a dark blue suit with a striped tie. The man on the far right is wearing a grey suit with a blue and white striped tie. The background consists of a wall made of large, light-colored rectangular stones.

Seek validation in
their fashion choices
-70 % believe style is
important in
expressing who they
are to the world
around them
(Statisia)

Plan out their outfits
ahead of time
(source)

TARGET AUDIENCE

Who They Are:

Thoughtful,
observant, and self
aware - they see how
others perceive
them and want to
put their best foot
forward

Want to create a
timeless personal
style - 76% of men
agree that fashion is
a form of
self-expression
(Statisia)

A black and white photograph of a man in a white button-down shirt and a brown leather vest. He is standing in a hallway with large, light-colored stone pillars on either side. He is looking down at his hands, which are adjusting the knot of a dark tie. The background shows a doorway with a checkered floor and a sign that partially reads "HIGH COURT DOGGEREGSHOP".

THE PROBLEM

**Men feel vulnerable asking those around them
for fashion advice.**



CONSUMER INSIGHT

People turn to AI to avoid criticism from others so they don't have their fashion confidence crushed.

BRAND INSIGHT

Ask Ralph gives you expert human advice on timeless fashion without the judgment of real people, cementing their confidence.





In moments of hesitation,



STRATEGIC LINE

Ask Ralph.



CHANNEL STRATEGIES

TikTok

- Create awareness through engaging entertainment
- Partnerships with popular fashion influencers doing GRWM's or Outfit of the day-style content sponsorships

Instagram

- Create awareness through aesthetic entertainment
- Visual-focused advertisements engrained in fashion-related content

CHANNEL STRATEGIES

YouTube

- Create awareness through education
- Behind the scenes videos about how Ask Ralph styles are curated, highlight the professional and credible opinions behind Ask Ralph.

Magazines

- Create awareness through education
- Articles detailing the use and applications of Ask Ralph tool to educate readers on its capabilities.

In-Store

- Create awareness through attention-grabbing displays.
- Stylistic posters calling attention to the AskRalph tool



Gift Concierge

RALPH LAUREN VIRTUAL SHOPPING RALPH LAUREN

Introducing your virtual shopping assistant, offering personalized styling and shopping guidance.

FOR ALL YOUR FASHION NEEDS ASK RALPH

Exclusively in the Ralph Lauren App

Join us for an unforgettable journey through Italy! Discover the rich history, stunning landscapes, and mouthwatering cuisine that has long been a destination for travelers worldwide.

HIGHLIGHTS OF THE TOUR:

Rome: The Eternal City • Explore ancient landmarks like the Colosseum and the Roman Forum.

Tour a coin into the Trevi Fountain.

• Savor authentic Italian pasta as you wander through charming piazzas.

Venice: The Cradle of the Renaissance • Marvel at Michelangelo's David and the stunning architecture of the Duomo, St. Mark's Basilica, and the Rialto Bridge across the Grand Canal.

• Indulge in a Tuscan culinary experience with local wines and traditional dishes.

• Visit the breathtaking St. Mark's Basilica and the Doge's Palace.

• Discover the art of glassblowing on the picturesque island of Murano.

Dreamlike: The City of Canals • Glide through enchanting waterways on a gondola ride.

• Visit the breath-taking St. Mark's Basilica and the Doge's Palace.

• Discover the art of glassblowing on the

island of Murano.

Introducing your virtual shopping assistant, offering personalized styling and shopping guidance.

HIGHLIGHTS OF THE TOUR:

Rome: The Eternal City • Explore ancient landmarks like the Colosseum and the Roman Forum.

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• Marvel at Michelangelo's

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Introducing your virtual shopping assistant, offering personalized styling and shopping guidance.

CREATIVE THOUGHT STARTERS

Retail Display Poster



CREATIVE THOUGHT STARTERS

Instagram Ad

Gift Concierge

DATE NIGHT. 7:00 P.M.

DON'T OVERTHINK IT
ASK RALPH

IN MOMENTS OF HESITATION, ASK RALPH

Gift Concierge



AskRalph - Behind the scenes of Ralph Lauren's fashi...

435K views 1 day ago



Ralph Lauren 901K

Subscribe



32K



Share



Remix



Download

CREATIVE THOUGHT STARTERS

Youtube Video



DELIVERABLES



Instagram

- 8 static feed ads (carousel)
- 4 short-form video ads (10–15 sec reels)
- Draw awareness of the Ask Ralph app



TikTok

- 8 influencer partnership videos
- 8 static feed ads
- Entertain and partner with influencers to gain credibility.



YouTube

- 2-part branded video series
- Entertain users with behind the scenes videos about how Ask Ralph styles are curated.



Gentlemen's Quarterly

- 1 branded editorial feature
- Educate readers on capabilities of Ask Ralph.

Content Calendar

	M A Y	J U N E	J U L Y	A U G U S T
INSTAGRAM	- 2 Static feed Advertisements - 1 Short Form Video Ad	- 2 Static feed Advertisements - 1 Short Form Video Ad	- 2 Static feed Advertisements - 1 Short Form Video Ad	- 2 Static feed Advertisements - 1 Short Form Video Ad
TIKTOK	- 2 Influencer partnership videos (Crosspost to insta) - 2 Static feed ads	- 2 Influencer partnership videos (Crosspost to insta) - 2 Static feed ads	- 2 Influencer partnership videos (Crosspost to insta) - 2 Static feed ads	- 2 Influencer partnership videos (Crosspost to insta) - 2 Static feed ads
YOUTUBE		- Part One: How the outfits are curated	Part Two: How the outfits are curated	
GQ		- GQ Branded Editorial Feature		

COMMUNICATIONS FRAMEWORK

CLIENT OBJECTIVE: Draw awareness and engagement of Ralph Lauren's new AI dressing tool: "Ask Ralph".

STRATEGIC LINE: *"In Moments of Hesitation, Ask Ralph."*

LANDSCAPE:

Although some AI tools are criticized for replacing human creativity, most people find AI tools valuable when they add to and enhance human creativity, rather than replace it. Ask Ralph has the opportunity to become a useful, human centered tool to better the lives of consumers.

TARGET AUDIENCE:

"Ralph's Finest"
- 18-25 year old men
- Want to start to dressing better but don't know where to start and hesitate to ask those around them.
- Entering an 'adult era' and the job market.

CONSUMER INSIGHT:

People turn to AI for objective advice to avoid feeling rejection.

BRAND INSIGHT:

Ask Ralph gives you expert human advice on timeless fashion without the judgment of real people.



IN MOMENTS OF HESITATION,

Ask Ralph.