

MOBILE

Ralph Lauren flaunts Olympics partnership via New York Times app sponsorship

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By RACHEL LAMB

In a move to flaunt its partnership with Team USA in the 2012 London Olympics, Ralph Lauren bought out a solo sponsorship of The New York Times iPad application for the second time with content, shoppable items and player biographies.

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Luxury Daily

The ad is available on the Sports, Olympics, Home & Garden, Travel, Fashion and T Magazine sections of the Times app. It will run through Aug. 12.

“Our readers represent the demographics luxury brands want to target,” said Todd Haskell, group vice president of advertising at [the New York Times](#), New York. “Times readers are upscale, highly educated, and set the trends for fashion and luxury consumption.”

“Most importantly, however, is that the New York Times drives readers into stores to purchase products, whether it is the luxury well that we run in the newspaper, the beautiful ads that are seen in each issue of T Magazine or amazing digital experiences that brands deliver on our Web site and mobile devices,” he said.

“We hear over and over again that New York Times readers respond to beautiful luxury

messaging by the most important measure: buying products.”

Ralph Lauren was not able to comment before press deadline.

Golden opportunity

Ralph Lauren’s ads are tied heavily to the Olympics. Ralph Lauren designed Team USA’s Closing Ceremony parade uniforms and village wear ([see story](#)).

The screenshot shows the New York Times Olympics app interface. At the top, it displays 'The New York Times Olympics' and 'THURSDAY, AUGUST 2, 2012'. A subscription preview banner offers a one-week free trial. The main content area features three article teasers. The first is 'Live Coverage of Women's Individual All-Around Gymnastics Final' by Ben Rothenberg, with a photo of a gymnast. The second is 'London Live: A First-Ever Gold in Judo for U.S.' by Steve Redcliffe, featuring a photo of Kayla Harrison and text about her victory. The third is 'U.S. Wins Another Gold in Women's Eight' by Juliet Macur, with a video player for 'Rowing for Gold'. At the bottom, there is a Ralph Lauren advertisement for 'The Sports of Summer' and a navigation bar with 'SECTIONS', 'REFRESH', and 'SETTINGS' buttons.

New York Times ad

The ads show U.S. favorites such as swimmer Ryan Lochte and soccer player Heather Mitts. They are featured on every section front and on every other article page within the app.

Users can browse the ad to go through the different sections by swiping their finger upward.

BACK TO
NEW YORK TIMES

RALPH LAUREN
• THE SPORTS OF SUMMER •
RALPH LAUREN IS THE PROUD OUTFITTER OF SUMMER'S GREATEST SPORTING EVENTS

Jonathan Horton

GYMNASTICS

Event: High Bar
Born: December 31, 1985
Birthplace: Houston, Texas

Known as "X Games" for his occasionally outrageous maneuvers on the high bar, Horton was a three-time team captain at the University of Oklahoma, where he recorded 18 All-America honors, six NCAA individual titles, the 2006 NCAA all-around title and three NCAA team titles (2005, 2006 and 2008). Horton helped the U.S. men win the Olympic team bronze medal at the 2008 Beijing Games and brought home the individual silver medal on the high bar.

RALPHLAUREN.COM FIND A STORE

"Meet the Athletes" section

Clicking on the ads bring up content including featured articles, videos, "meet the athletes" and click-to-commerce links.

In the commerce section, consumers can create their own custom apparel based on the outfits designed for the Olympic team.



Customized apparel

There is also a pop-up splash page within the magalog that will announce new medal winners, according to the New York Times.

Timely sponsorship

Although luxury marketers such as Salvatore Ferragamo, Cartier, Chanel and Rolex have used the New York Times iPad app for advertising, no other brand has bought out a solo sponsorship like Ralph Lauren.

This is the brand's second time doing so. The first time around was last September, when Ralph Lauren bought out the app for the entire month with content including streaming and embedded video and commerce from Ralph Lauren Magazine ([see story](#)).



Banner ad in the New York Times last September

The New York Times will not disclose how much the ad buy cost or the results of the last solo sponsorship, but “the reaction from readers was very positive,” according to Mr. Haskell.

Moreover, Ralph Lauren has not bought out an entire sponsorship for any other publication, per the brand.

“We reach a very significant portion of iPad users through our news app,” Mr. Haskell said.

“Our readers have told us that they enjoy striking creative, whether it is rich video or beautiful photography, and the iPad is the perfect platform for luxury brands to engage readers in a telling story, presented in a rich-media experience,” he said.

“Ralph Lauren returned this year to again reach our readers through this exclusive, innovative opportunity to showcase its brand.”

Final Take

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