

INTERNET

## Ralph Lauren shows off holiday collection via interactive, video ads

November 28, 2012



By ERIN SHEA

U.S. lifestyle label Ralph Lauren is showing off its holiday 2012 collection through attention-grabbing header, banner and side bar advertisements on the New York Times Web site.



The ads feature select 2012 Ralph Lauren holiday items in a video and image gallery. A click-through on the banner ad takes users to the Ralph Lauren Holiday 2012 Web site to see the collection or locate a store.

“The New York Times represents the ideal digital medium to communicate with an affluent, educated audience in an artistically innovative manner,” said Scott Forshay, mobile and emerging technologies strategist at digital agency [Acquity Group](#), Chicago.

“Running the placement on the New York Times Web site ensures the right audience will be exposed to the intended messaging of the ad, but appropriate placement is only part of the success equation,” he said.

“Successful advertising has always adhered to a strategy of delivering the right message to the right audience at the right time.”

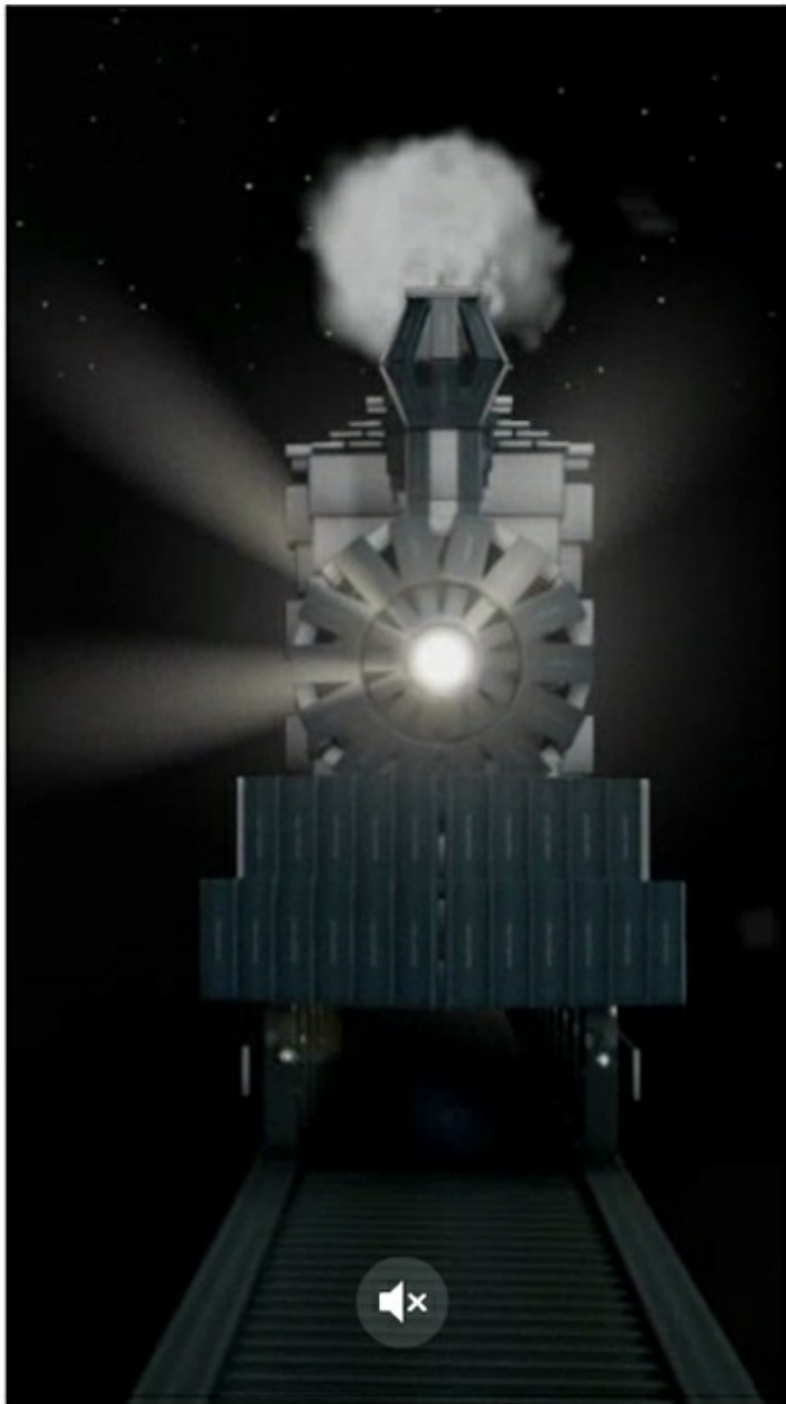
Mr. Forshay is not affiliated with Ralph Lauren, but agreed to comment as an industry

expert.

Ralph Lauren did not respond by press deadline.

Shopping while reading

When consumers access the New York Times Web site, the interactive Ralph Lauren ads start to play a video that shows a train delivering Ralph Lauren gift boxes.



*Ralph Lauren side bar video ad*

The ads allow consumers to briefly browse through the holiday collection while staying on the New York Times Web site once the video has ended.



*New York Times Web site*

Consumers can see images of the products on the side bar ad without disrupting the content on the Web site.

A click-through on the ad leads to the Ralph Lauren Holiday Collection Web site which opens in a separate window.



*Ralph Lauren Holiday Web site*

The Web site gives an overview of the 19 different products including Stirrup Collection watches, equestrian-themed handbags, cashmere sweaters, leather shoes and belts, silk ties and a dog collar and leash.

Since digital ads are nothing new, brands are challenged with the task of creating something unique.

“The digital ads that are remembered by the intended audience are creative executions that deliver experiences audiences have not seen before,” Mr. Forshay said.

“The bonus is on the brand to ensure that the ad is differentiated and pushes the envelope of what is capable of the medium through which they communicate,” he said.

Targeting affluent readers

Ralph Lauren is not the only luxury brand to recently target affluent New York Times readers.

Marc Jacobs was advertising within in the header of the site to show off its iPhone 4 cases. The ads linked to the iPhone accessories section of the Marc Jacobs ecommerce site ([see story](#)).

Indeed, Ralph Lauren has advertised to readers of the digital version of the New York Times before, but aimed specifically at mobile users.

Earlier this year, the label promoted its partnership with Team USA in the 2012 London Olympics through its second solo sponsorship of the New York Times iPad application which included content, shoppable items and player biographies.

The ad was available on the Sports, Olympics, Home & Garden, Travel, Fashion and T Magazine sections of the Times app ([see story](#)).

Ralph Lauren first bought out a solo sponsorship of the app in September 2011 with content including streaming and embedded video and commerce from Ralph Lauren Magazine ([see story](#)).

“The Ralph Lauren brand, from a digital perspective, has always been an innovator,” Mr. Forshay said. “The brand has consistently been at the forefront of digital marketing and unafraid to take risks in the space to delight audiences.

“Although this current campaign is not as medium boundary-stretching as others that the brand has created, the campaign’s interactivity, simplicity in focus and eye catching video content make it difficult to ignore,” he said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/RSww6ETP3ek>

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.