

ADVERTISING

Has Ralph Lauren redefined out-of-home advertising?

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By KAITLYN BONNEVILLE

Ralph Lauren foretold the future of out-of-home advertising when it executed a massive, multisensory spectacle at its flagship New York and London locations earlier this week.

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Luxury Daily

The Ralph Lauren 4D campaign used advanced video mapping technology to create the advertisements. It combined fifteen scenes and incorporated art, fashion, music and fragrance into a nighttime light show that totaled seven minutes long.

"Out-of-home advertising is the oldest form of media, yet it is continuing to reinvent itself," said Gary Greenstein, national sales manager at [Vector Media](#), New York. "For the first time digital is not confined to a screen, box or small handheld device.

"This allows advertisers to take their target demographic on a ride, making them feel a wide range of emotions."

[Ralph Lauren](#) is a brand of the Polo Ralph Lauren Co., which has apparel, accessories, home and fragrance collections.

Beyond 3D

The experience featured a tableau of images more than four stories tall that included models, Polo players, Ralph Lauren pieces such as the Ricky Bag and ties and belts that

wrapped the building.

The experience came to life as images appeared to extend out toward the audience and were accompanied by music and the illusion of a blowing breeze.

When an image of the Big Pony Collection Fragrance was displayed, the fragrance was misted into the air.



The Ricky Bag as it appeared in 4D

"By using out-of-home advertising, brands have the opportunity to create a larger than life interactive experience," Mr. Greenstein said. "This allows brands to break through the clutter of traditional advertisements and reach their target in a unique, memorable way."

Luxury embraces out-of-home

Unique out-of-home advertisements are continually popular amongst luxury brands.

For example, brands have begun using double-decker buses in cities such as New York, Los Angeles, San Francisco, Boston and Philadelphia to engage hard to reach audiences.

Many areas in these locations do not allow for the typical billboard advertisements, so an out of the box approach is the only option brands have ([see story](#))



A Guess ad that appears on the side of a double-decker bus

"The out-of-home product continues to evolve as an attractive message platform that reaches active consumers," said Stephen Freitas, chief marketing officer at [Outdoor Advertising Association of America](#), Washington. "Many advertisers are turning to out-of-

home media due in large part to the advance of innovative technologies, such as the Ralph Lauren projection installation.

“The industry has entered a renaissance as creative agencies are rediscovering the power and potential of the out of home space and its many shapes,” he said.

“Creativity on billboards, street furniture, transit, and alternative formats inspire consumers to remember brands, often at the point of sale.”

The luxury industry can expect to see growth in digital out-of-home advertisements over the course of the upcoming years.

Technology and creativity can create the interactive experience that consumers have come to expect from advertisements, something that billboards lack.

“Major brands are using these flexible and powerful marketing options to reach engaged consumers,” Mr. Freitas said.

“Brand acceptance of these dynamic formats continues to grow as advertisers recognize the enormous potential the out of home medium offers for attracting the attention of consumers,” he said.

Final Take

Kaitlyn Bonneville, editorial assistant at Luxury Daily, New York