

MOBILE

Ralph Lauren Collection supports luxury focus with mobile New York Times ad

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By JEN KING

U.S. fashion label Ralph Lauren is continuing to focus on high-end luxury with a pop-up advertisement found on The New York Times' mobile-optimized Web site.



The pop-up effort was placed in the newspaper's Fashion & Style section to ensure that Ralph Lauren targeted the appropriate readers. A pop-up, rather than a banner or box ad, may have more success in distracting consumers from their reading as it encompasses the whole screen.

"Pop-up ads are always more noticeable than banner ads because the viewer's attention isn't divided amongst several calls to action," said Shuli Lowy, marketing director of [Ping Mobile](#), New York. "A takeover ad covers up the entire page, ensuring that for just a moment the ad gets the reader's full, undivided attention.

"Luxury brands primarily leverage their ads to romance the consumer—inviting people to fall in love with a brand or product," she said. "Instead of putting a heavy focus on direct sales or immediate conversions, luxury brands focus their campaigns on seamless engagement and design discovery.

"As Ralph Lauren continues to move toward a more luxurious line, it is important that the brand continues to leverage digital channels to let consumers uncover the depth and inspiration of the collection."

Ms. Lowy is not affiliated with Ralph Lauren, but agreed to comment as an industry expert.

Ralph Lauren was unable to respond directly.

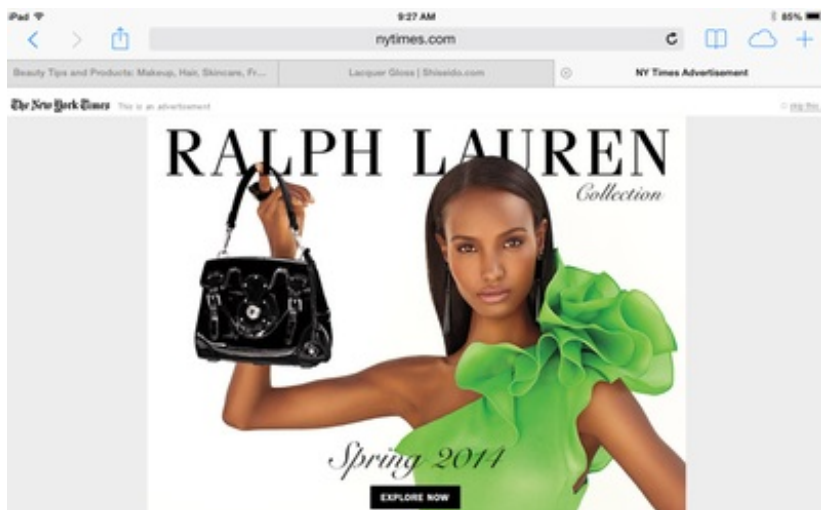
Collection momentum

Ralph Lauren recently created a new position, president of Ralph Lauren Luxury Collections, to oversee the global expansion of its luxury business.

The brand hired Valérie Hermann, the former CEO of French label Saint Laurent Paris and handbag brand Reed Krakoff, to the new role, which she will begin April 7. With this new hire, Ralph Lauren is able to centralize the strategy for all of its luxury portfolio, as well as focus on growing its luxury brands ([see story](#)).

Although Ralph Lauren is no newcomer to the world of advertising, it is trying to rein in its brand image that has been diluted over the years. Ralph Lauren's pop-up ad on The New York Times aims to distract consumers by removing them from the content and featuring a vibrant green using.

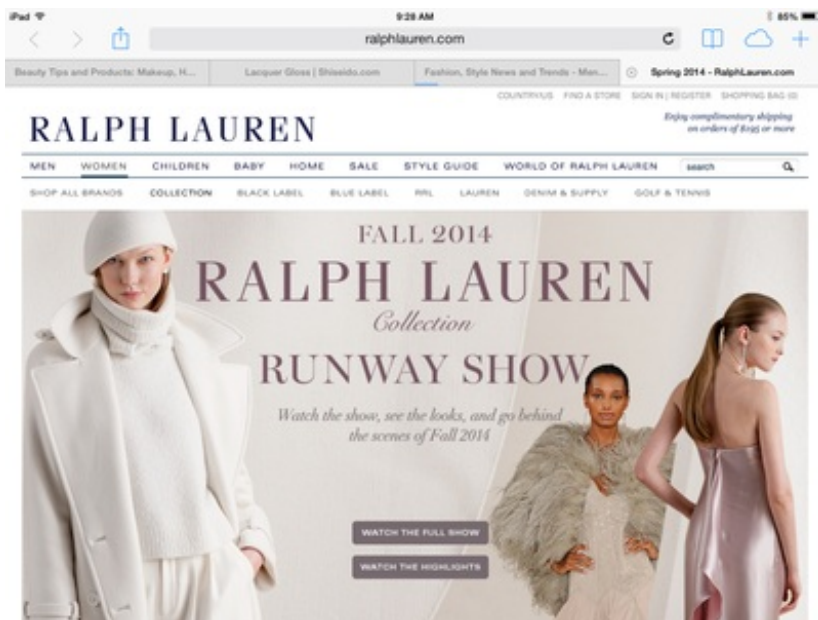
In the campaign image, the model wore a one shoulder gown in bright green and held up, by one finger, a mini Ricky handbag in black. At the top is Ralph Lauren Collection's logo and a prompt to explore spring 2014 at the bottom was seen.



Ralph Lauren Collection, spring 2014 pop-up ad

A click-through lands on the Ralph Lauren Web site. The brand's mobile homepage has been outfitted with its fall 2014 collection for the consumer to explore.

Ralph Lauren Collection's homepage features three models wearing different pieces from the collection to show the range, color palette and overall stylings of the label's line. The consumer can, from the homepage, watch the full runway show Feb. 13 or an abridged highlights version.



Ralph Lauren Collection landing page

Either option redirects to Ralph Lauren’s YouTube channel. The highlights video begins with an artist putting the final touches on a fashion sketch before scenes of seamstresses sewing continues.

The viewer is brought behind-the-scenes as the models prepare for the fall 2014 runway show. In between dressing shots of the model, the artist continues placing the finishing touches on the drawing. The models are continually prepped before walking out onto the runway and the video only shows them enter.

Embedded Video: [//www.youtube.com/embed/x3fRZlnj4lo?
list=UUWpf8dFplG_k7HTTQBVIIsA](http://www.youtube.com/embed/x3fRZlnj4lo?list=UUWpf8dFplG_k7HTTQBVIIsA)

Behind-the-scenes at Ralph Lauren Collections fall 2014 runway show

If the consumer selects “watch the full show” they can view the runway from the perspective of the crowd rather than behind-the-scenes as the models get ready. The nearly 10-minute video features models walking up and down in pieces from the fall 2014 collection as well as the facial responses from attendees.

Ralph Lauren Collection’s fall 2014 collection included handbags, ready-to-wear, outerwear and formal wear in “soft shimmering hues.”

Ralph Lauren Collection, fall 2014

Interestingly, the color of the spring 2014 pop-up ad contradicts the softness seen in the runway fashions for fall 2014. Also, the consumer cannot shop either collection, but must visit a Ralph Lauren Collection boutique.

Increasing views

As fashion weeks around the world come to an end, many brands continue to leverage mobile placements to increase runway show views after the live-streamed event had happened.

For example, U.S. apparel and accessories label Marc Jacobs targeted consumers who missed the live stream of its fall/winter 2014 runway show Feb. 13 with a mobile advertisement on The New York Times' Web site. Marc Jacobs showed its fall/winter 2014 collection during New York Fashion Week, which wrapped up Feb. 14 ([see story](#)).

Also, France's Longchamp continued promotions for its spring 2014 apparel and accessories collection with a mobile advertisement on New York magazine's fashion-centric blog, The Cut.

Longchamp's mobile ad was seen within the online publication's runway coverage of recent Fashion Weeks in New York, London and Milan ([see story](#)).

Adding elements of interaction can increase consumer engagement after the click-through.

"In the ad campaign, Ralph Lauren enthralls viewers with videos of its spring 2014 fashion show as well as exclusive content from behind-the-scenes," Ms. Lowy said. "The videos, both of which are under 10 minutes, deliver a consumable amount of content for viewers on a desktop or tablet device.

"Featuring its videos at the forefront of the ad campaign is strategic because it provides a multimedia and multi-sensory experience, which is more deeply engaging," she said.

"The continued efforts of Ralph Lauren will position the brand as a true luxury retailer and invite users to be consumed by its heroine-like motif."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/UGMC8_GRb4Y](https://www.youtube.com/embed/UGMC8_GRb4Y)

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