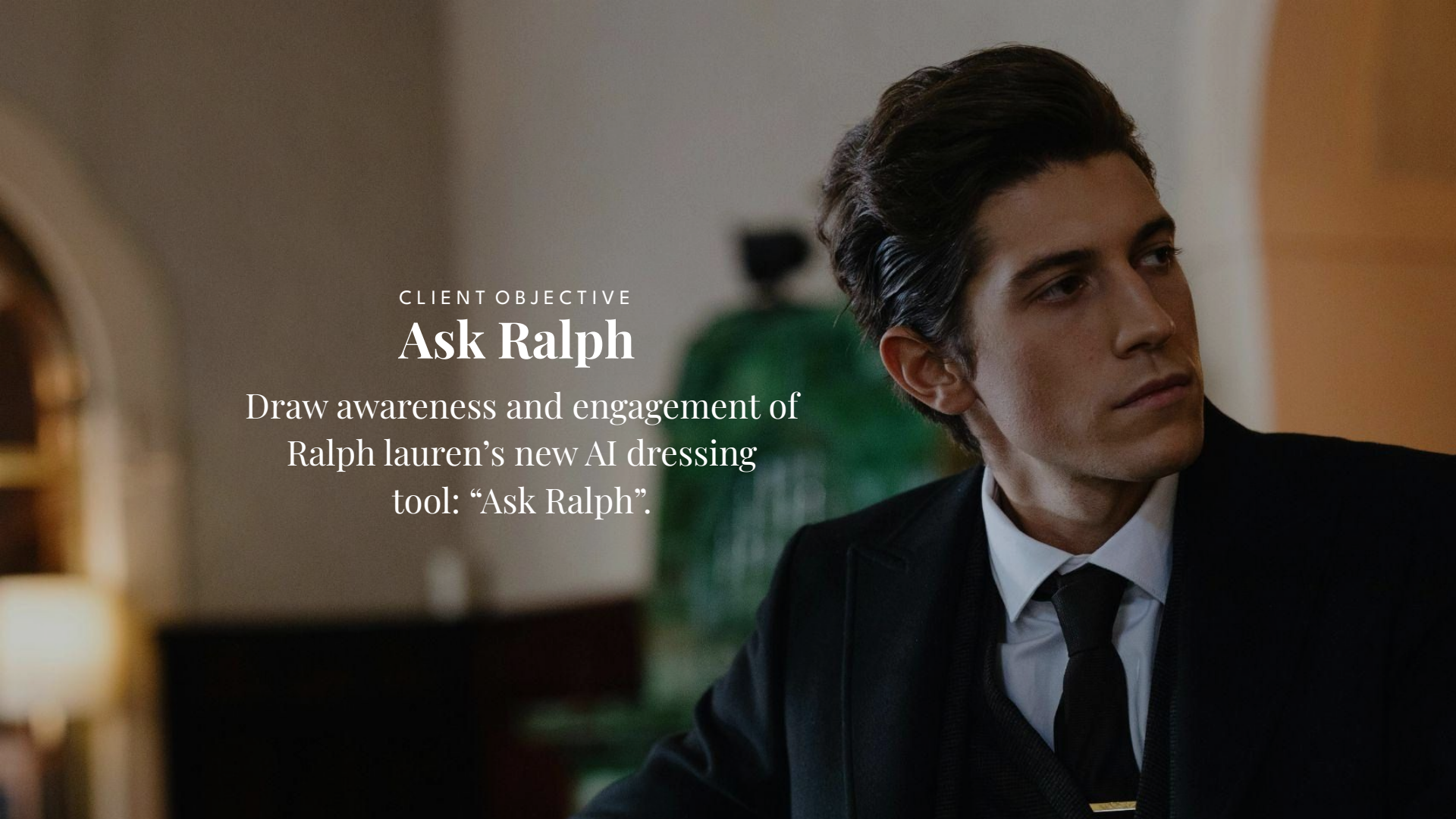




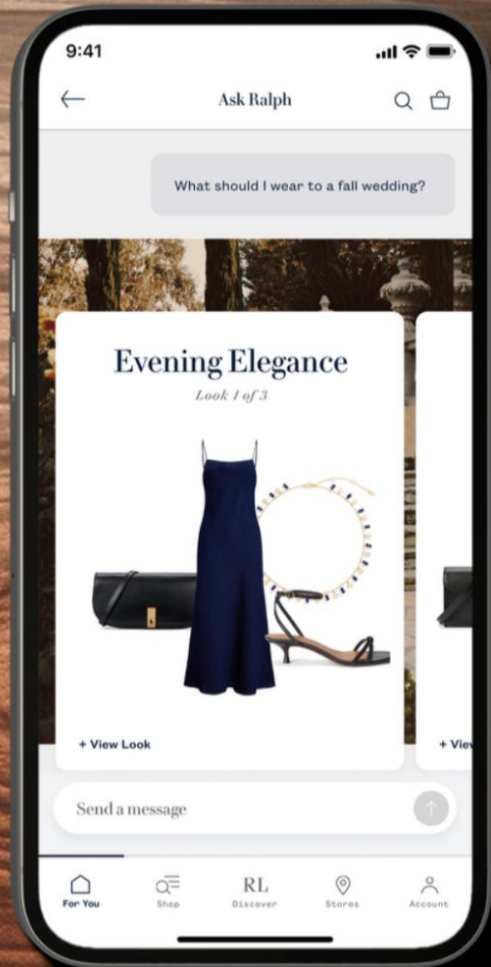
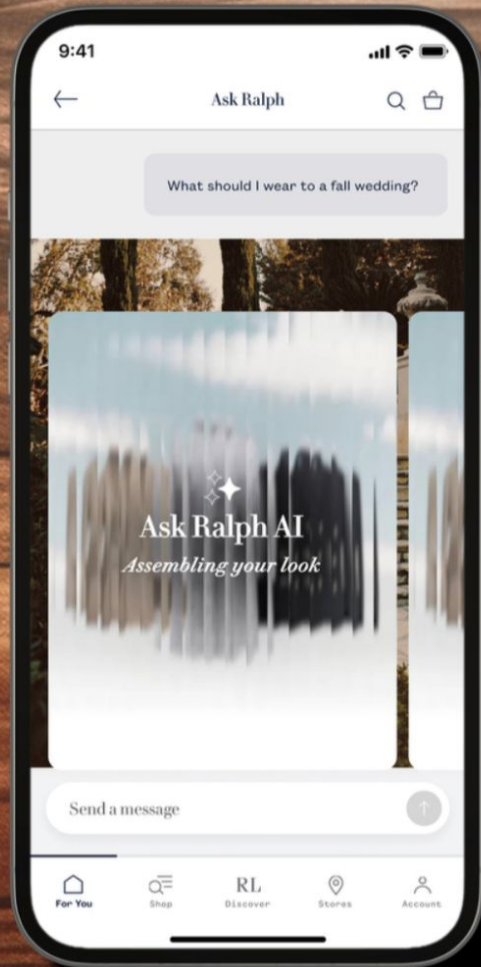
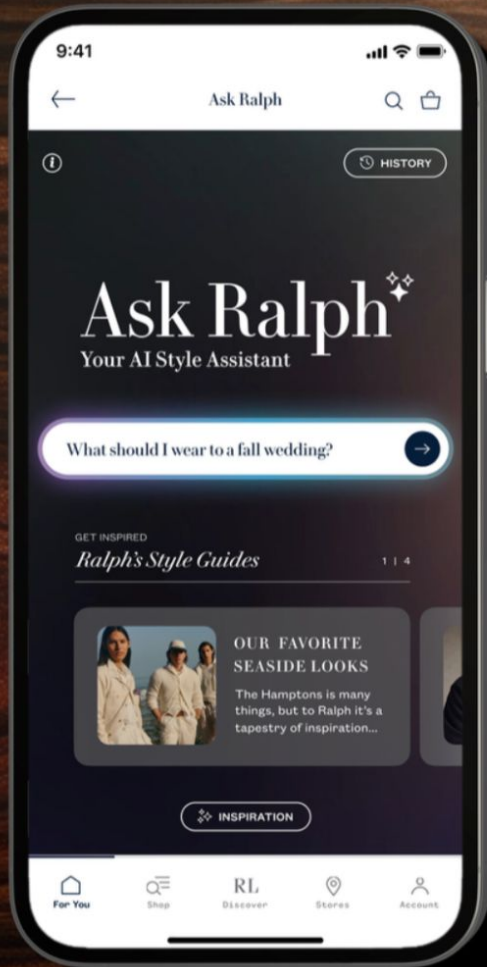
KALEI NAPOLEON, BRYCE PETERSON, & RYLEE GREEN

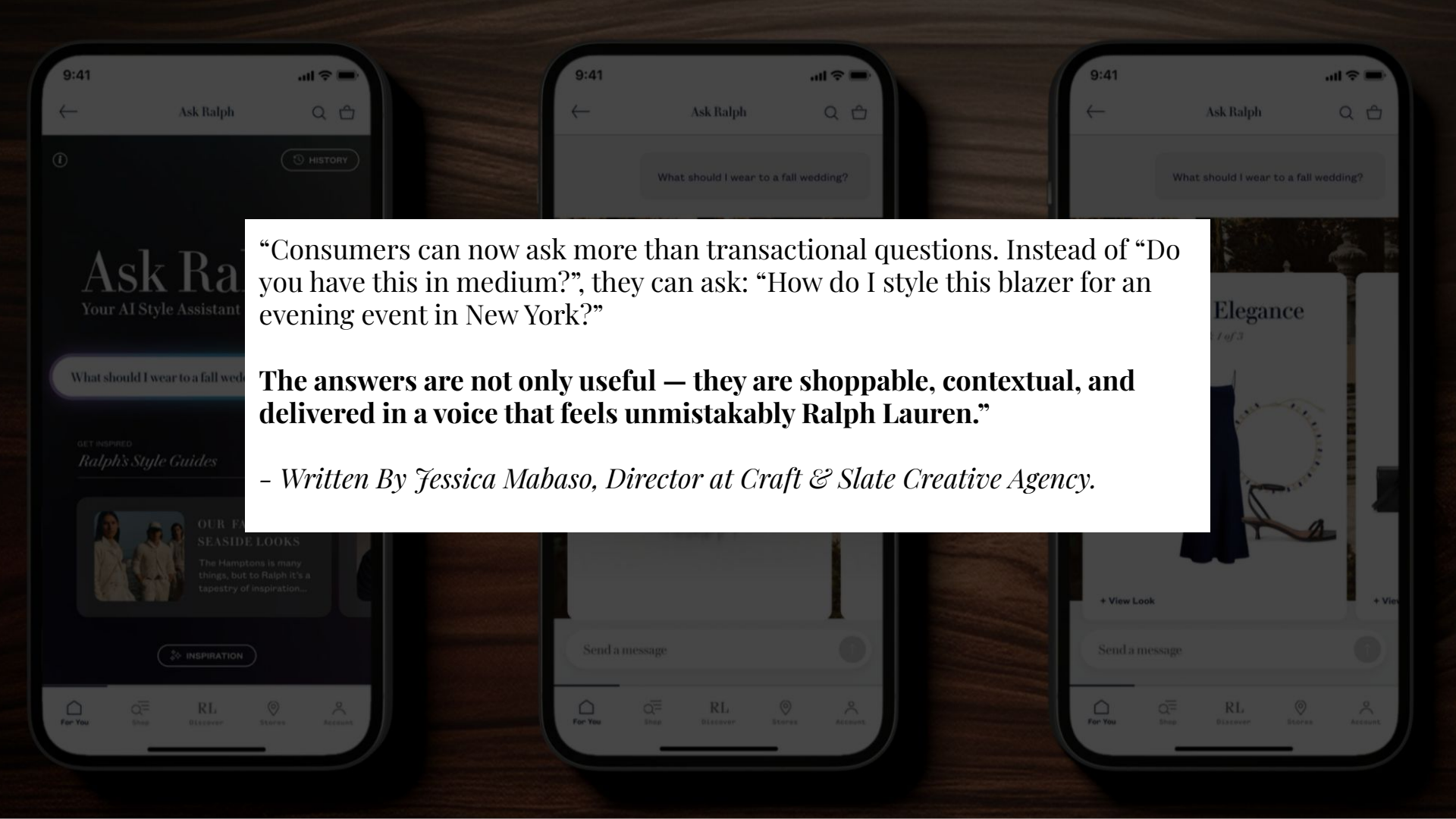


CLIENT OBJECTIVE

Ask Ralph

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





“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.



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

LANDSCAPE

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.



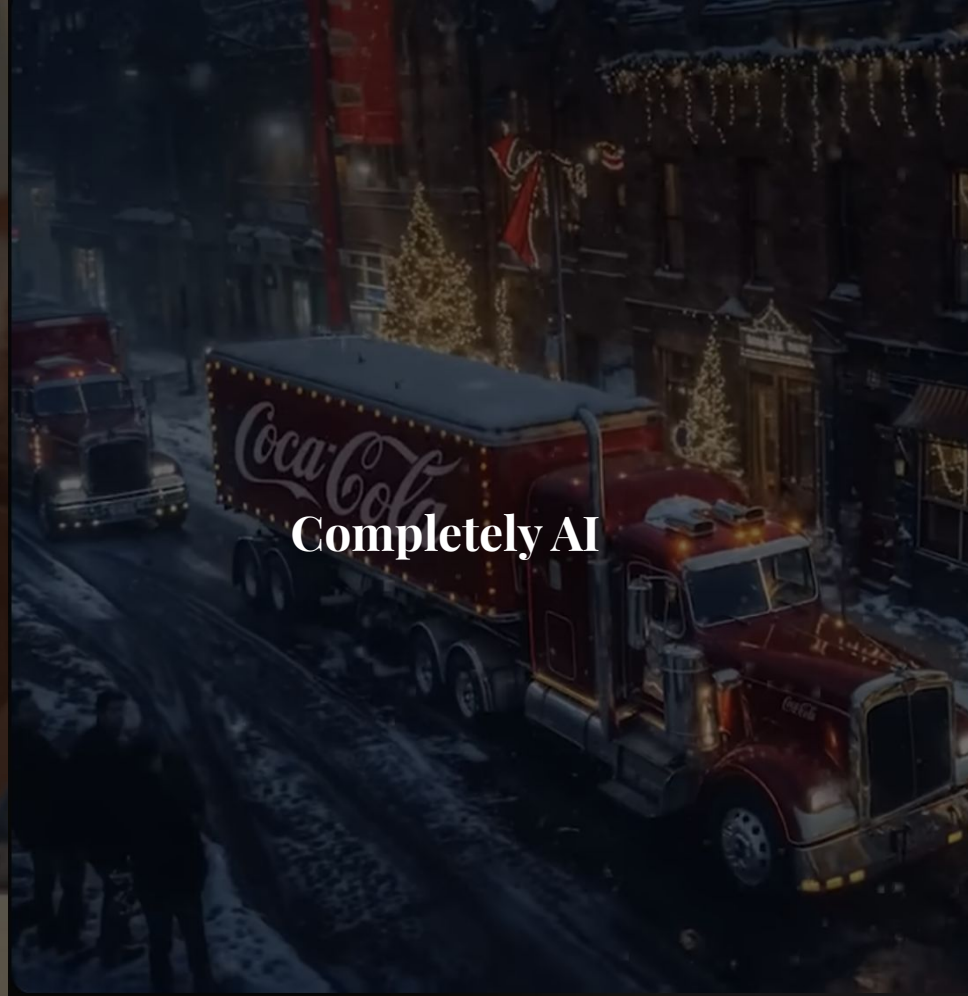
FOR EXAMPLE:





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.”

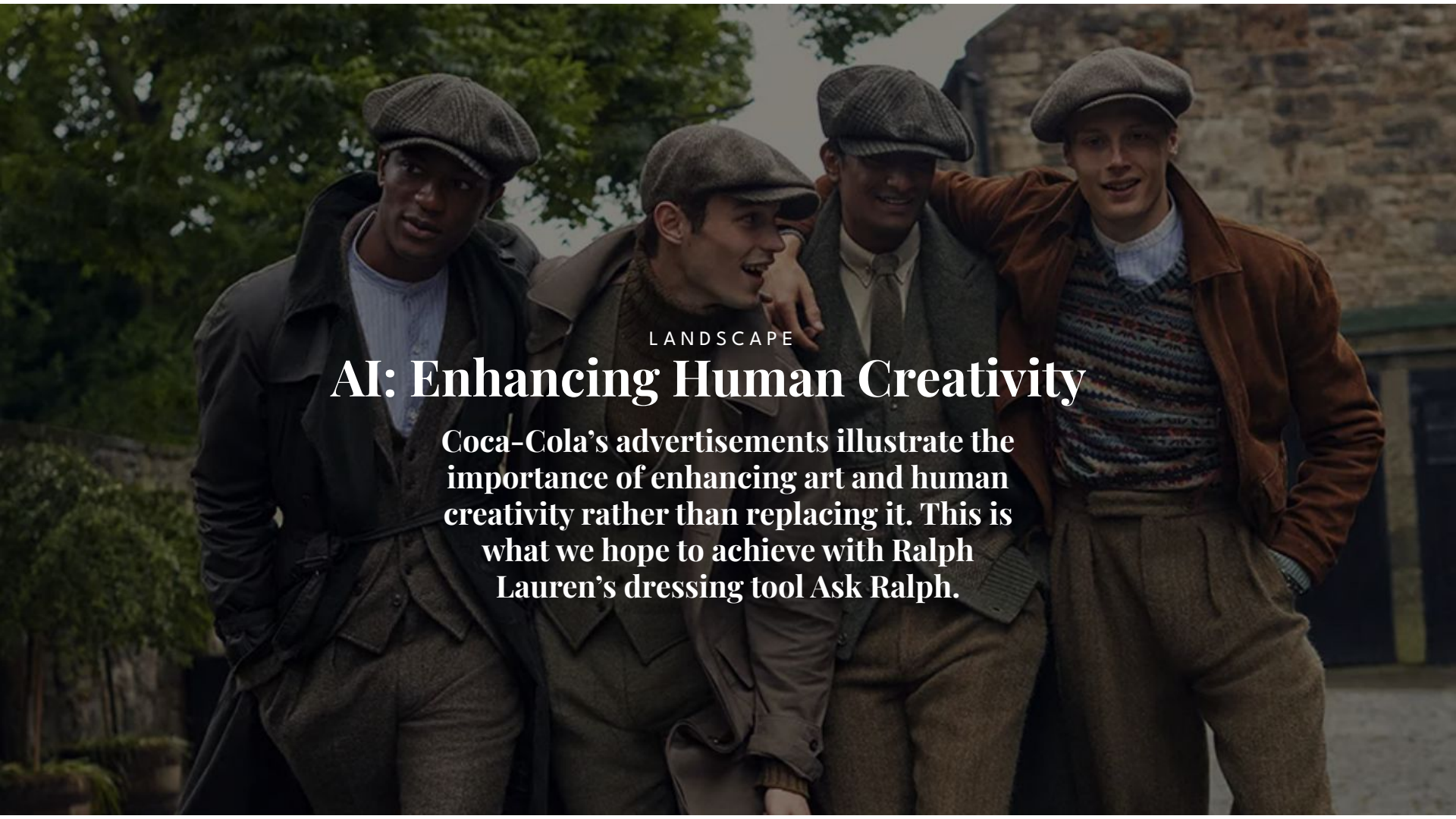
“The difference between this and the recent ad is this has purpose and direction, with a clear passion behind it. The AI was simply a tool in the repertoire of artists alongside conventional methods to help the process along. This is something to be proud of.”

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 vintage-style photograph of four men standing outdoors. They are dressed in classic, rugged clothing including flat caps, trench coats, and sweaters. The man on the far left is a Black man, while the others are white. They appear to be in conversation, with one man in the center looking towards the others. The background shows green foliage and a stone building.

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”

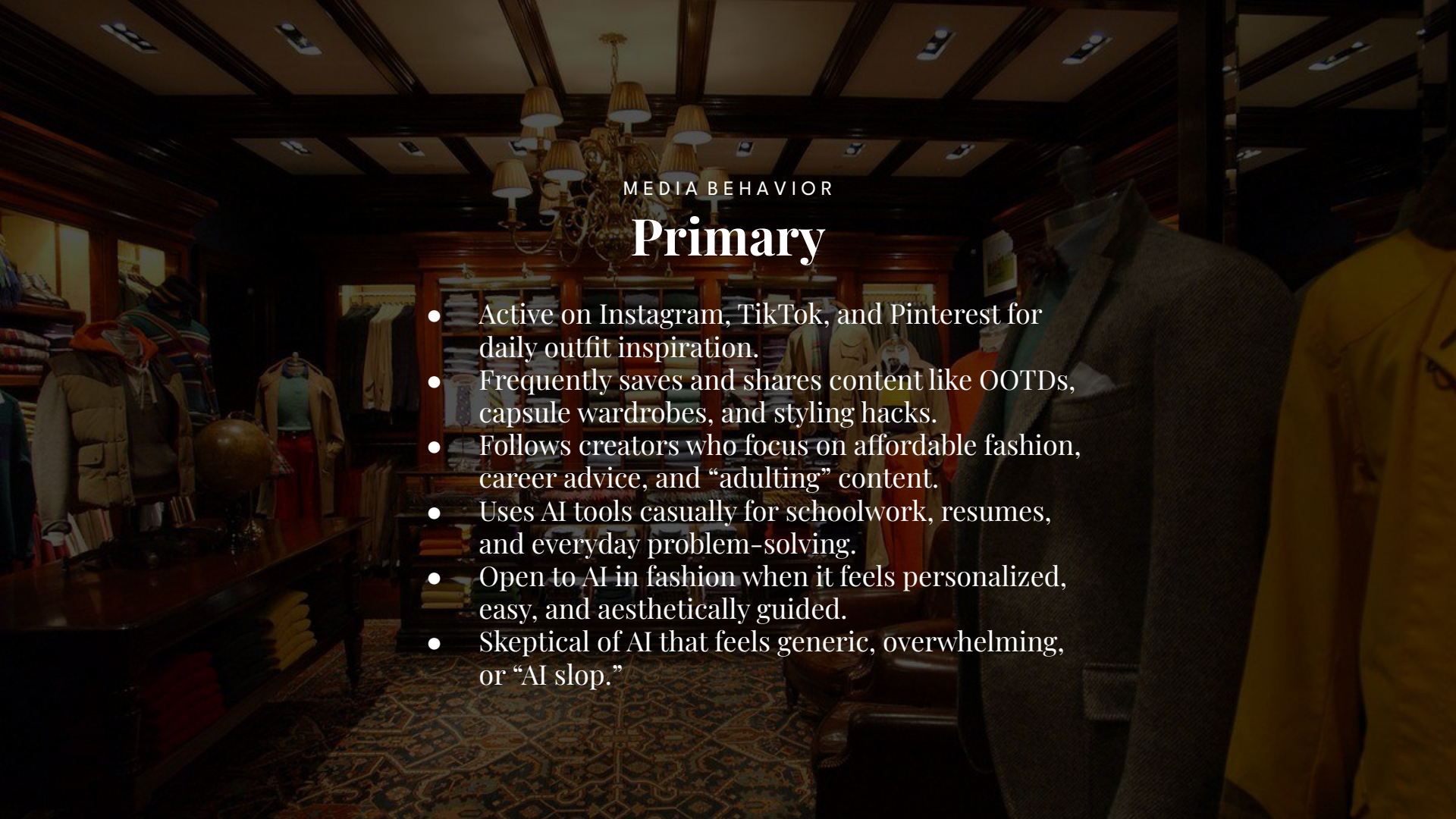
Want to start to dressing better but
don’t know where to start and hesitate
to ask those around them.



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.

A dimly lit, elegant clothing boutique with a chandelier and mannequins. The scene is set in a sophisticated retail environment with dark wood paneling and a patterned carpet. A large, ornate chandelier hangs from the ceiling, casting a warm glow. In the foreground, a mannequin is dressed in a grey suit jacket. To the left, another mannequin wears a brown puffer jacket. The background shows more clothing racks and a counter area.

MEDIA BEHAVIOR

Primary

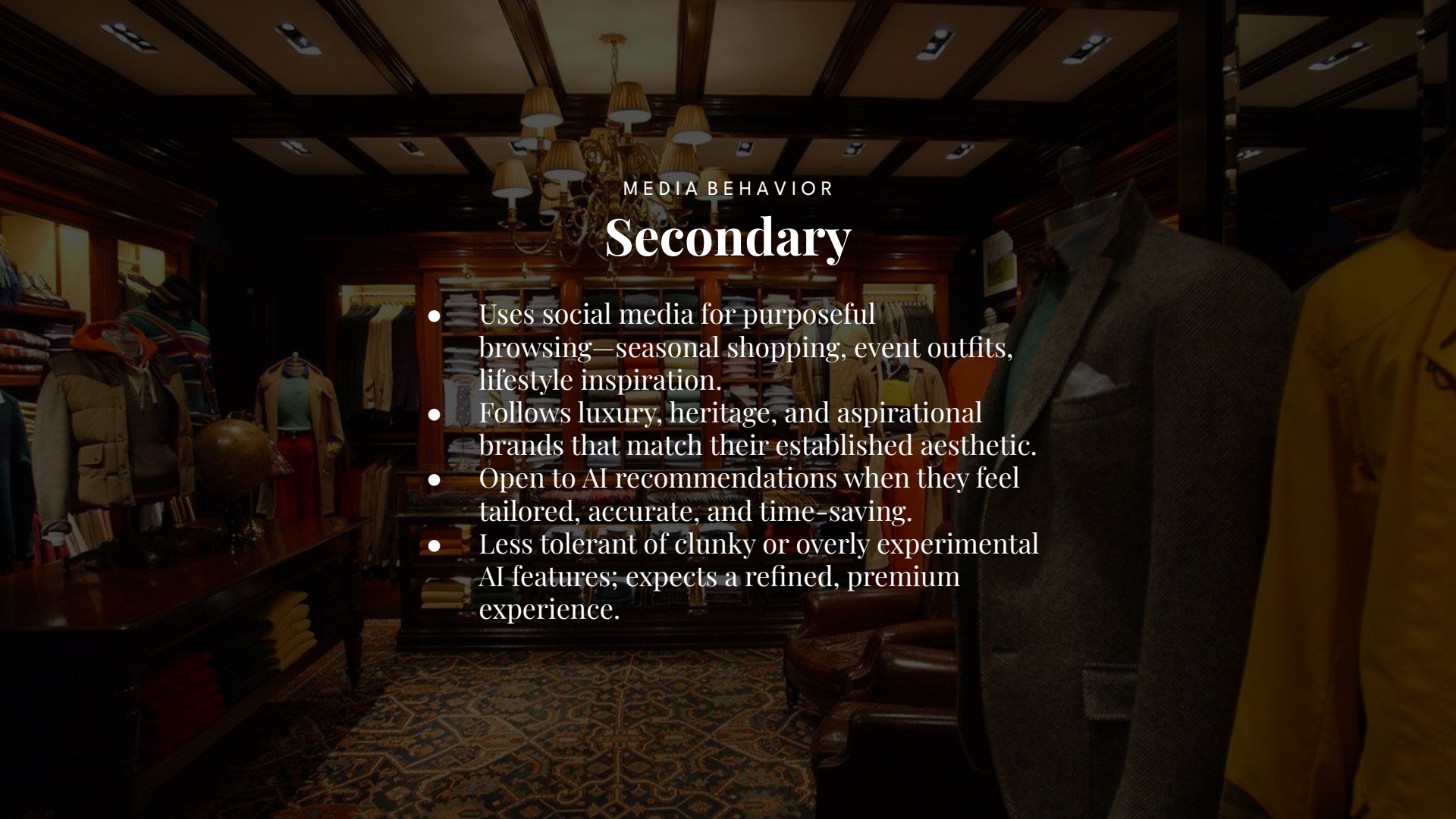
- Active on Instagram, TikTok, and Pinterest for daily outfit inspiration.
- Frequently saves and shares content like OOTDs, capsule wardrobes, and styling hacks.
- Follows creators who focus on affordable fashion, career advice, and “adulting” content.
- Uses AI tools casually for schoolwork, resumes, 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

WHEN DRESSING NICE

They Desire

- Subtlety
- Effortless class
- Minimalism
- Masculinity





TARGET AUDIENCE


Who They Are:

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

Plan out their outfits ahead of time
([source](#))

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
(Statista)

A man in a white shirt and dark vest is adjusting his tie. He is standing in front of a building entrance with a wooden door and stone columns. The scene is dimly lit, suggesting an evening or indoor setting with low light. The man is looking slightly to his left.

THE PROBLEM

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

HIGH COURT
HOGGEREGSHOF

HIGH COURT
HOGGEREGSHOF



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.





STRATEGIC LINE

In moments of hesitation, 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 make Italy a dream destination for travelers worldwide.



WHY CHOOSE US?

- **Expert Guides:** Our experienced guides will immerse you in Italy's culture and history.
- **Condemnable Style:** Easy handpicked items that blend luxury with conformity.
- **Custom Itineraries:** Every tour is tailored to a unique and personal experience.

HIGHLIGHTS OF THE TOUR:

- **Rome: The Eternal City**
 - Explore ancient landmarks like the Colosseum and the Roman Forum.
 - Take a coin into the Trevi Fountain for good luck!
 - Leave authentic Italian plates as you wander through charming piazzas.

Florence: The Cradle of the Renaissance

- Marvel at Michelangelo's David and the intricate architecture of the Duomo.
- Stroll across the iconic Ponte Vecchio, lined with historic shops.
- Indulge in a Tuscan culinary experience with local wines and traditional dishes.

Venice: The City of Canals

- Glide through enchanting canals on a gondola ride.
- Visit the breathtaking St. Mark's Basilica and the Doge's Palace.
- Discover the art of glassmaking on the picturesque island of Murano.

Tuscany: The Heart of Italy

- Wander through lush vineyards and rolling hills.
- Experience the rustic charm of medieval towns like San Gimignano and San Casciano.
- Enjoy a delightful wine tasting tour and savor exquisite olive oil.

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

HIGHLIGHTS OF THE TOUR:

- **Rome: The Eternal City**
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CREATIVE THOUGHT STARTERS

Retail Display Poster

CREATIVE THOUGHT STARTERS

Instagram Ad

Gift Concierge

DATE NIGHT. 7:00 PM.

DON'T OVERTHINK IT
ASK RALPH

IN MOMENTS OF HESITATION, ASK RALPH

Gift Concierge



CREATIVE THOUGHT STARTERS

Youtube Video

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

435K views 1 day ago



Ralph Lauren 901K

Subscribe

👍 32K



➦ Share

🔄 Remix

⬇️ Download

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	<ul style="list-style-type: none">- 2 Static feed Advertisements- 1 Short Form Video Ad	<ul style="list-style-type: none">- 2 Static feed Advertisements- 1 Short Form Video Ad	<ul style="list-style-type: none">- 2 Static feed Advertisements- 1 Short Form Video Ad	<ul style="list-style-type: none">- 2 Static feed Advertisements- 1 Short Form Video Ad
TIKTOK	<ul style="list-style-type: none">- 2 Influencer partnership videos (Crosspost to insta)- 2 Static feed ads	<ul style="list-style-type: none">- 2 Influencer partnership videos (Crosspost to insta)- 2 Static feed ads	<ul style="list-style-type: none">- 2 Influencer partnership videos (Crosspost to insta)- 2 Static feed ads	<ul style="list-style-type: none">- 2 Influencer partnership videos (Crosspost to insta)- 2 Static feed ads
YOUTUBE		<ul style="list-style-type: none">- Part One: How the outfits are curated	<ul style="list-style-type: none">Part Two: How the outfits are curated	
GQ		<ul style="list-style-type: none">- 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 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.