

POLO RALPH LAUREN

“The Power of Red”

Trends Style

CAMPAIGN BRIEFING

Polo Ralph Lauren "The Power of Red"

- **Launch of the new perfume** of Ralph Lauren RED
- Creation of a **Ralph Lauren luxury environment**
- With **native articles** on their perfume RED
- And production of all print material with the **exact same red colour of the perfume**

CAMPAIGN PROPOSAL

Polo Ralph Lauren "The Power of Red"

- **An entire issue of Trends Style** was dedicated to Ralph Lauren with seamless integration of
- **Native editorial** on the new Ralph Lauren perfume RED
- **Multiple creative print solutions** such as a gatefolders, glossy print, glued back
- **Respecting the exact same colour** as the RED perfume