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Internet Marketing Paper on: Ralph Lauren

Have you heard of Ralph Lauren? Certainly to be alive in this decade you must have to have. Ralph Lauren has become one of the more mainstream company's in the Fashion/clothing industry. The ranges of clothes within their collections are vast enough for all age demographics, ethnic ranges as well as those playing sports and casual wear. Comfortable enough for Golfers to wear while they are playing as well as regular civilians for those who just love to sport the clothes. Ralph Lauren has been influential in many areas including beating their rivals in Marketer of the year as they did in 2010. Having started as a tie business, Ralph Lauren has expanded itself to become bigger than those clothing brands that once were a threat to their market. Huge clothing line, and has yet to reach its full potential and has any more projects underway, Ralph Lauren is just beginning to reach its peak with more goals to reach. Through Internet marketing, Ralph Lauren has made itself a worldwide force in the fashion world.

Essential with all company's there are certain ways you need to market your product for all different ranges of business. Whether on the television, computer, billboards, magazines or any other advertisements, marketing is an essential key to having your product out there on the market. As the world is rapidly changing and becoming digital than it ever has been, it is only right that company's now switch their marketing methods to attend to where most of the population can be located, on the internet! People spend most of their time on the internet whether they use their Smartphone's, computers, laptops or even mp3 players. The internet is a vast community of all ages, which gives company, is a great target point as to where to focus their marketing strategy's on. Ralph Lauren is no different from any company and has sought out to be more in the mainstream by having their marketing team devise up ways to reach out to a broader audience. They have done so through numerous ways and, where praised enough so to win the "Luxury Marketer of the Year Award" in 2010. "Quickly, marketing experts envisioned it becoming a leading marketing source, worth tens of billions of dollars in revenues to companies with the data and websites where advertisers could promote their products" (The New Media and Marketing Landscape). Internet Marketing has become the new way of reaching and expanding your company. As stated companies are able to generate a lot more income of the internet, therefore it is more than a helpful resource to market your products online.

Polo Ralph Lauren has many different brands that suit all people and cultures. Their owner/creator: Ralph Lauren has many different visions for the company. Being in the fashion business for years he has expertise ways in how handles his business as well as outreaching to more consumers. In 2008, Ralph Lauren teamed up with iPhone to create an application to search through collections by showing video highlights of collections. (Scott, A) "The most exciting feature, we think, is the short video "Portraits of a Collection," which shows you an inside look at Ralph Lauren's work and art; narrated in part by the designer himself" (Stylelist) this was a great addition to Ralph Lauren's marketing strategy. He designs many new styles and this application gives those who are heavy iPhone users the advantage of seeing new styles right as they are made. iPhone apps are very popular within all areas of age. Therefore creating an app for your business is very useful. "An iPhone application is a product that can be used to promote your business or it can be sold as a consumer product", (Press Release). Promotion is all that matters to a company and that is where Polo Ralph Lauren has invested its time in as well. With this iPhone app there is a bigger audience who might not be interested in Ralph Lauren that could now be able to view them as such.

As many different clothing companies have, Ralph Lauren also has a website at which you can access online and shop through various collections. Ralph Lauren has an extraordinary team that puts much effort into their website by uploading new trends for the upcoming seasons. The site contains all the brands featured within the Ralph Lauren Company and allows you the chance to view them all. Especially entertaining are the continuous pictures of those sporting the clothing. It gives consumers incentives to portray themselves within the clothing brands. There they also have the choice for both men and women to choose from including different styles. One thing that is also very interesting about the site is that online you are able to customize your clothes. Shoppers can choose their shirt accordingly with their style, pick a colour of interest and then customize it to have either their name on the back or to choose a different number on the sides. The beauty behind Ralph Lauren is that they incorporate both the sport world as well as business/casual attire into their works. Rugby Ralph Lauren is one of many brands that attract young and sport savvy people. "It's sport utility done in a dressed-up way," (Think exists) said by Ralph Lauren. They use different styles to appeal to more demographics and to appeal as well as to women. Starting off as a tie business to evolve into a business that now suits many new styles for everyone, is something they are very proud of.

"Social networking continued to gain momentum throughout 2010, with 9 out of every 10 U.S. Internet users now visiting a social networking site in a month, and the average Internet user spending more than 4 hours on these sites each month. Nearly 1 out of 8 minutes online is spent on Facebook" (Digital Review 2010). Social networking has become so popular for everyone that it is almost impossible to be able to actively

communicate with others without having a Social Network account somewhere. Facebook, Twitter, Tumblr, YouTube, Google, and MySpace all are the leading Social networking programs at which you will be able to find millions upon millions of followers and subscribers. Out of those millions, there are many businesses's that also have their own accounts and deals and terms of agreement with these sites as well, one of them also being Ralph Lauren. Ralph Lauren has found that by appealing to the younger generation they can expand their reach even further. Teenagers up to about mid 20's all are in that phase where style, fashion and what type of clothing you wear are important. So, in order to become part of mainstream culture, Ralph Lauren has its own Facebook page as well as its Ralph Laurentv page set up on YouTube. Facebook is used widely by many people, and has worldwide attractions. By creating this page on Facebook, viewers are able to get updates on new clothing brands, news on which other ventures Ralph Laure is exploring to and gets to see some of their favourite athletes wearing and advertising the brand. This is a great strategy because Facebook is used by mainly adolescents to teenagers, therefore their outreach get expanded through that. Over 4 million viewers like the page and have seen most style on their and have went through the pictures.

Ralph Lauren also has a YouTube channel where viewers and consumers can watch fashion clips and highlights. On there however it has become more than just an advertisement of the clothing brands, but also a place where fans, consumers, buyers, shoppers, and regular people to the clothing brand can come together and comment on videos. They can discuss amongst each other, see new styles and better incorporate how to wear them by watching over the videos. Many viewers and subscribers to YouTube have commented and left much insight into what they feel about the clothing company. One viewer states: "My favorite designer, hands down. Loved all things Ralph Lauren since I was a little girl wandering through department stores, dreaming about wearing his clothes. Nobody rivals his interpretation of simple elegance "(YouTube user). Users are giving good reviews back to the site, which gives those working at Ralph Lauren incentive to keep on going the way they are. Other user ads said "Effortless class; sophistication distilled to its most simple yet potent form. Ralph Lauren is more than just clothing, it is style, it is classic, it is forever" (YouTube user). User's feedback is always important that way the company knows they are heading into a right direction. Staying active with their followers is always important. They also have a Twitter page where there tweets shared between many users that follow the Ralph Lauren tweets. Within that site users share and once again communicate with each other via Internet.

In 2010, chief marketing officer Ralph Lauren extended the company's "merchaintainment strategy" by creating a shop able storybook called "R.L. Gang" for Ralph Lauren children's clothing fashion line. As stated by Ralph Lauren himself: "The most important thing for us was using technology in a way that expands on our brand's

philosophy,” Mr. Lauren said. “We start with the philosophy and then apply technology to tell our story” (Luxury Daily). This way was very helpful in boosting their online marketing. The children’s story book was more appealing to those of younger age where the entertainer Harry Connick Jr. was the narrator of the story, which featured characters wearing Ralph Lauren items. Users were able to click on those items and then shop for them if they liked. It was a very innovative way to bring fashion and clothing into a more playful environment which gave consumers a warmer feel to the brand. This was not influential in only just innovative ways but also market strategic wise it worked! The story book was viewed 131,000 times, generating more than 100 million impressions worldwide, and drove 250 percent increase in sales. Their marketing strategies are not only new and fresh but also generate more income and viewers which is the best news any company could hear.

As well as the story book, Ralph Lauren also dovetailed into another venture by marketing online, mobile and event through its sponsorship it had with 2010’s Wimbledon and U.S. Open championships. The brand’s clinic had tennis stars such as Venus Williams and Boris Becker teaching and answering tennis related questions and techniques. These were all streamed live, on an online site where viewers were able to watch. This is going above and beyond what most Company’s will do. Ralph Lauren not only wants to establish themselves as a top clothing company but also as a lifestyle. Ralph Lauren to those consumers who are heavy buyers, are adopting themselves very much so into the lifestyle. By going online and reaching out to online web users, Ralph Lauren is able to be more active and become more of a community to its consumers rather than just another Company trying to make a sale. Stated by Ralph Lauren himself: “Ralph Lauren is not just a fashion company, but a media player” (Luxury Marketer). This meaning that it is more than just a mere clothing brand but more of a social and digital icon. Those representing Ralph Lauren range from models to athletes to everyday regular people, making it more friendly for everyone to familiarize themselves with the brand.

Ralph Lauren is making sure that as they move along with their clothing lines, that they also move ahead digitally to reach out to consumers. Its competitors have been languishing behind in the digital world as Ralph Lauren continuously tries to keep its online media world current with all their new projects. Keeping that concept in mind, Ralph Lauren in the spring of 2010 also launched a first ever Fashion show on their site. Models showed off new styles, meanwhile shoppers were able to click on the different styles and buy through selection, a way for shoppers to be able to see upcoming styles and collections before really hitting store yet. This was a good advancement in yet again reaching out to its consumers and becoming more personalized with each buyer. The show included commentary from esteemed fashion editors such as Marie Claire’s fashion director Nina Garcia, Harper’s Bazaar’s executive fashion and beauty editor Avril

Graham, Cosmopolitan's fashion director Michelle McCool and O, The Oprah Magazine's creative director Adam Glassman. This was yet another successful project by Ralph Lauren. Included into the fashion show, afterwards buyers were able to do Q+A with those fashion editors to ask direct style tips and further. By utilizing these methods Ralph Lauren manages to not only stay ahead with their clothing brands but to also be a constant reminder in consumers daily lives. They continuously are praised for keeping their ideas on marketing their products up to date. A fashion critic herself said: "We've got to hand it to Ralph Lauren; they've certainly been keeping their game fresh" (PSFK). With so many new ideas Ralph Lauren stays at the ahead of the game in its fashion tier.

Ralph Lauren has been around for many years. Starting off as a tie business and then slowly graduated into a top tier clothing company. It is a true remark how they have transformed their clothes over the year and their marketing strategies. By then end of 2010 their hard work was realized and was named the 2010 Luxury Marketer of the Year, a high recognition. As stated by Ralph Lauren: "The brand was called Polo because it gave you the feeling of a luxury world on and off the sports field," he said. "Every aspect of our brand brings you into a world rich with imagery – like stepping into a movie" (Luxury Daily). Ralph Lauren has become one of the leading company's ahead of most of its competitors. This graph shows the comparisons of the different luxury clothing brands:



Ralph Lauren has established itself them as a top clothing line and is now reaching its peak. No telling what next can come up with in the future.

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