CAPTURE THE CULTURE

Ray Bands X Melborn club

Canadian integrated marketing campaign
September–November 2027

Agenda

STRATEGY

01 Marketing challenge
02 Objectives and audience
03 Positioning and big idea
04 Visual direction

EXECUTION

05 Event and public relations
06 Social, paid media, website and OOH
07 Media blocking and budget
08 Measurement and conclusion



Marketing challenge & opportunity

THE CHALLENGE

Modern wearable technology may be associated with streamer culture and constant content creation.
Camera-equipped accessories may be perceived as intrusive or socially invasive.
Technology-first messaging can overshadow style and quality.

THE OPPORTUNITY

Shift from creator-focused messaging to premium lifestyle experiences.
Position Ray-Ban Meta as sophisticated eyewear supported by purposeful intelligence.
Promote transparent, privacy-conscious use.
Consumer perceptions are hypotheses to validate.

The perception shift

Current perceived association	Desired association
Streamer culture	Heritage lifestyle culture
Intrusive technology	Purposeful intelligence
Novelty gadget	Premium accessory
Constant content creation	Meaningful experiences
Technology-first design	Fashion-first identity

Objectives & target audience

CAMPAIGN OBJECTIVES

Primary: brand repositioning.
Supporting: increase awareness, cultural relevance and product consideration.
Build consumer connection through an experiential activation.

THE ENTREPRENEURIAL ADVENTURER

Canadian adults aged 25–40; primarily men.
Middle to upper-middle income.
Interests: entrepreneurship, travel, outdoor recreation and menswear.
Values: quality, durability, style and innovation.

“I want technology that complements my lifestyle”

The big idea

CAPTURE THE CULTURE

Celebrate the intersection of timeless fashion, intelligent technology and contemporary lifestyle culture.
Focus on experiencing culture rather than constantly recording it.

WHY IT WORKS

Connects heritage style with modern innovation.
Supports refined adventure and cultural confidence.
Unifies all six channels.
Slogan availability remains to be checked.



Creative direction

Classic heritage × contemporary country club.
Editorial layouts, serif headlines, natural autumn lighting and analog-inspired photography.
Tone: cultural confidence.



OUR CHANNELS

- Public relations
- Experiential marketing
- Organic social
- Paid digital
- Campaign landing page
- Out-of-home

Experiential Marketing

The Modern Heritage Club
Proposed Ray-Ban Meta × Malbon Golf event.
September 2027 • GTA golf club (TBD)
150 invited guests (target)
Clubhouse reception, putting, product demonstrations, menswear and networking.



Strategic partnership

WHY MALBON

Contemporary golf and fashion culture complements the campaign’s heritage direction.
Proposed benefit: cultural relevance and lifestyle audience access.

PARTNERSHIP SCOPE

Event co-host only.
Ray-Ban Meta retains its independent advertising identity.
No new eyewear or packaging.

Public relations

OBJECTIVE & TACTICS

Earn coverage and reinforce premium lifestyle positioning.
Press release, media pitch, press kit, journalist invitations and post-event outreach.

PROPOSED MEDIA TARGETS

SHARP Magazine
Toronto Life
SCOREGolf
MobileSyrup
FASHION Magazine
Outreach targets, not confirmed partners.

Press release

Include campaign announcement, Toronto dateline, event details, partnership rationale, existing product information and CTA.
Do not invent executive quotes.
Label as an independent concept.



Organic social media

CHANNEL & OBJECTIVE

Instagram and LinkedIn.
Build cultural relevance through editorial storytelling.
Instagram: visual lifestyle content.
LinkedIn: professional and partnership storytelling.

CONTENT PILLARS

Heritage and style
Refined adventure
Intelligent living
Culture and community
CTA: Explore Ray-Ban Meta.

Social media creative

Create one carousel, three feed posts, one Reel storyboard, three Stories and one LinkedIn announcement.
Maintain consistent visual identity.



Paid digital advertising

Platform	Tactic	Budget (CAD)
Meta Ads	Instagram / Facebook video and carousel	$120,000
YouTube	Video advertising	$120,000
Google Display	Lifestyle and product display ads	$60,000
Total	Prospecting and consent-based retargeting	$300,000

Paid digital KPI’s

Metric	Meta Ads	YouTube	Google Display	Total / blended
Budget (CAD)	$120,000	$120,000	$60,000	$300,000
Impressions	8,000,000	10,000,000	6,000,000	24,000,000
Conversion rate	1.5%	1.0%	1.0%	1.30%
CPA (CAD)	$100.00	$400.00	$250.00	$172.41

Conversion = outbound product-page click. CVR = conversions / ad clicks.
Meta CVR reference: Triple Whale, Aug 2026, median purchase CVR 1.53%; proxy only.
Model assumptions (CAD CPM / CTR): Meta 15 / 1%; YouTube 12 / 0.3%; Display 10 / 0.4%. YouTube and Display CVR assumptions: 1%. CPA = spend / projected conversions.

YouTube paid video | The brand film

Budget: $120,000 CAD
A cinematic showcase of heritage lifestyle: vintage golfing, autumn hikes and countryside travel.
First-person footage captured with Ray-Ban Meta, paired with editorial cinematography.
30-second hero film; 15-second and 6-second cutdowns.
Objective: premium lifestyle association and product consideration.



Paid creative mockups

Create Meta video/carousel and Google Display mockups.
Use verified product claims and consistent campaign branding.
CTA: Explore Ray-Ban Meta.



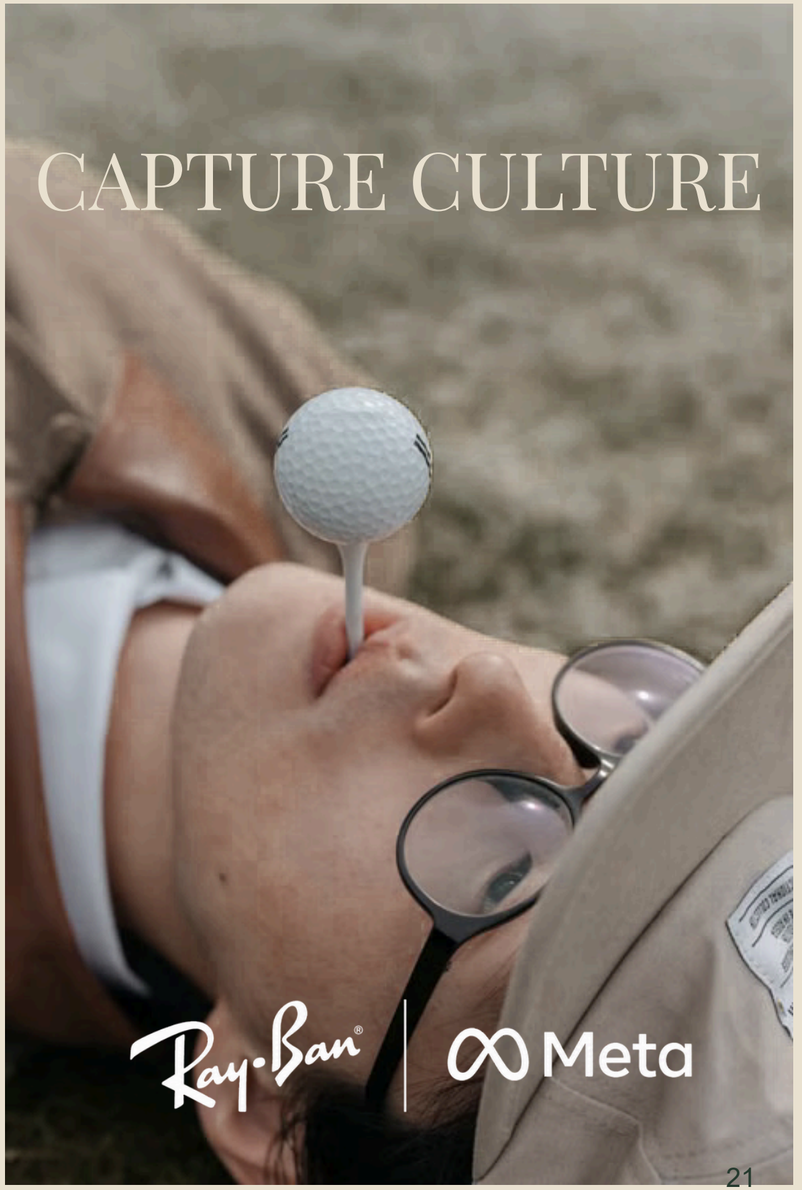
Campaign landing page

Hero campaign introduction
Heritage and design
Verified intelligent assistance features
Lifestyle editorial
Malbon event highlights
Link to official product page



Out-of-home advertising

Proposed markets: Toronto, Vancouver, Montreal and Calgary.
Business districts, shopping areas and commuter environments.
Create billboard, transit shelter and digital OOH designs.
Plan French adaptation for Quebec.



Media blocking

Channel	September	October	November
PR / outreach	Launch	Follow-up	—
Experiential	Launch event	Recap	—
Organic social	Active	Active	Active
Paid digital	Launch	Active	Optimize
Landing page	Live	Live	Live
OOH	Launch	Active	Early Nov.
Measurement	Baseline	Monitor	Post-survey

Budget summary

Category	CAD	Share
Paid digital	$300,000	30%
Out-of-home	$200,000	20%
Creative production	$200,000	20%
Experiential	$150,000	15%
Public relations	$50,000	5%
Organic social	$40,000	4%
Landing page	$30,000	3%
Research / reserve	$30,000	3%
TOTAL	$1,000,000	100%

Success measurement

Objective	Proposed target
Premium lifestyle association (primary)	+10 percentage points
Aided awareness	+5 percentage points
Digital impressions	24 million
Qualified video views	1 million
Earned media mentions	15
Event attendance	150
Organic engagement rate	4%
Campaign visits / product clicks	100,000 / 10,000 (all channels)

Measurement methodology

BRAND REPOSITIONING

Comparable pre- and post-campaign surveys.
Measure association with premium fashion and lifestyle.
Use brand lift studies where feasible.

CHANNEL PERFORMANCE

Meta Ads Manager and Google Ads
GA4 and UTM tracking
Media monitoring and event surveys
All KPI targets are illustrative, not forecasts.

Conclusion

CAPTURE THE CULTURE

Reposition existing Ray-Ban Meta eyewear through timeless sophistication, refined adventure and purposeful intelligence. Separating ourselves from the negative association of the competition.

ONE INTEGRATED CAMPAIGN

Six channels, one cultural identity.
A proposed Malborn event partnership supports the launch.
Step away from the noise and capture the premium culture.



THANK YOU

CAPTURE THE CULTURE.

Independent portfolio concept • Not affiliated with Ray-Ban, Meta or Malbon.



Research & image credits

RESEARCH TO COMPLETE

Triple Whale, Facebook Ad Benchmarks by Industry (Aug 2026).
triplewhale.com/blog/facebook-ads-benchmarks
Purchase CVR is a proxy, not a verified product-page click benchmark.
Validate Canadian CPMs, YouTube and Display rates, product claims and partnership feasibility.

PHOTOGRAPHY SOURCES

ray-ban.com/canada/en
malbongolf.com
unsplash.com • pexels.com
stock.adobe.com
Use verified non-AI assets with appropriate rights; add individual credits.

Autumn sunglasses portrait — George Frewat

Autumn golf course — PonerMas s

Golf lifestyle — Adi K