

Brand Audit





The Purpose for this Brand Audit

The purpose of this brand audit is to assess whether **Ralph's Coffee** effectively reinforces Ralph Lauren's core values and brand identity to ultimately help achieve its ambition of becoming **the leading luxury lifestyle company**.



About *Ralph's Coffee*

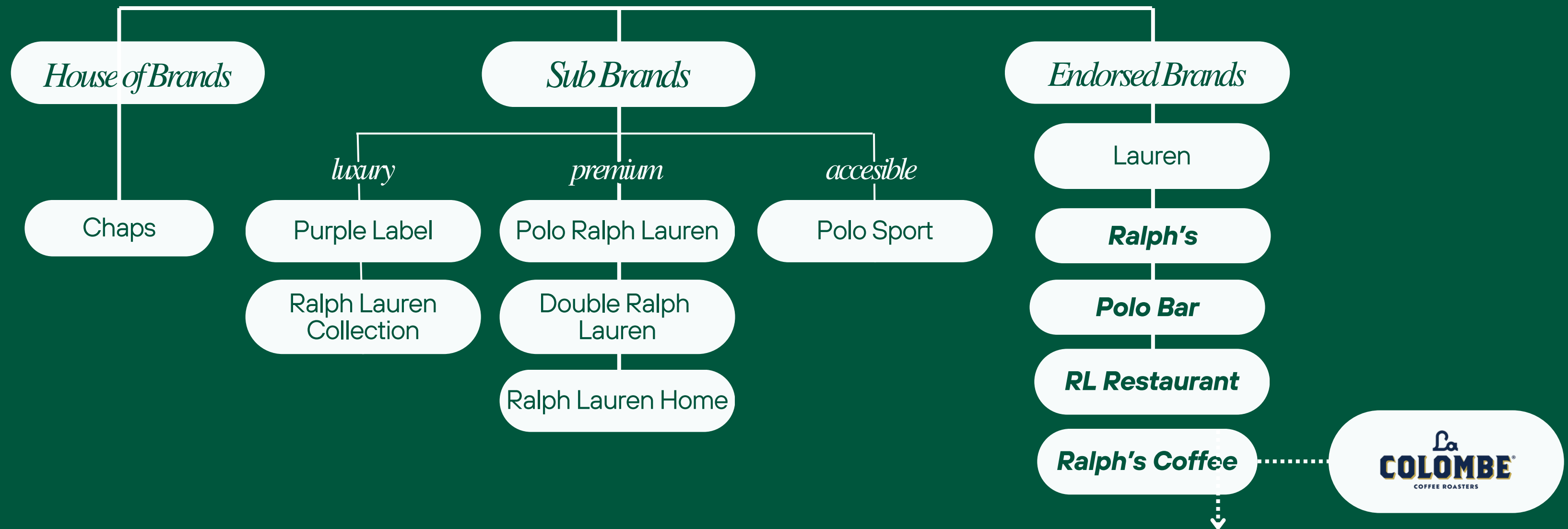
Introduced in 2014 , Ralph's Coffee is a lifestyle-driven café experience that serves as a brand extension of the Ralph Lauren brand.

Rooted in Ralph Lauren's vision to make his brand the leading luxury lifestyle brand, it is more than just a café—it's a space where people come together, take a break from their busy lives, and experience the brand's timeless elegance through the simple pleasure of a well-brewed coffee.



Ralph's Branding Architecture

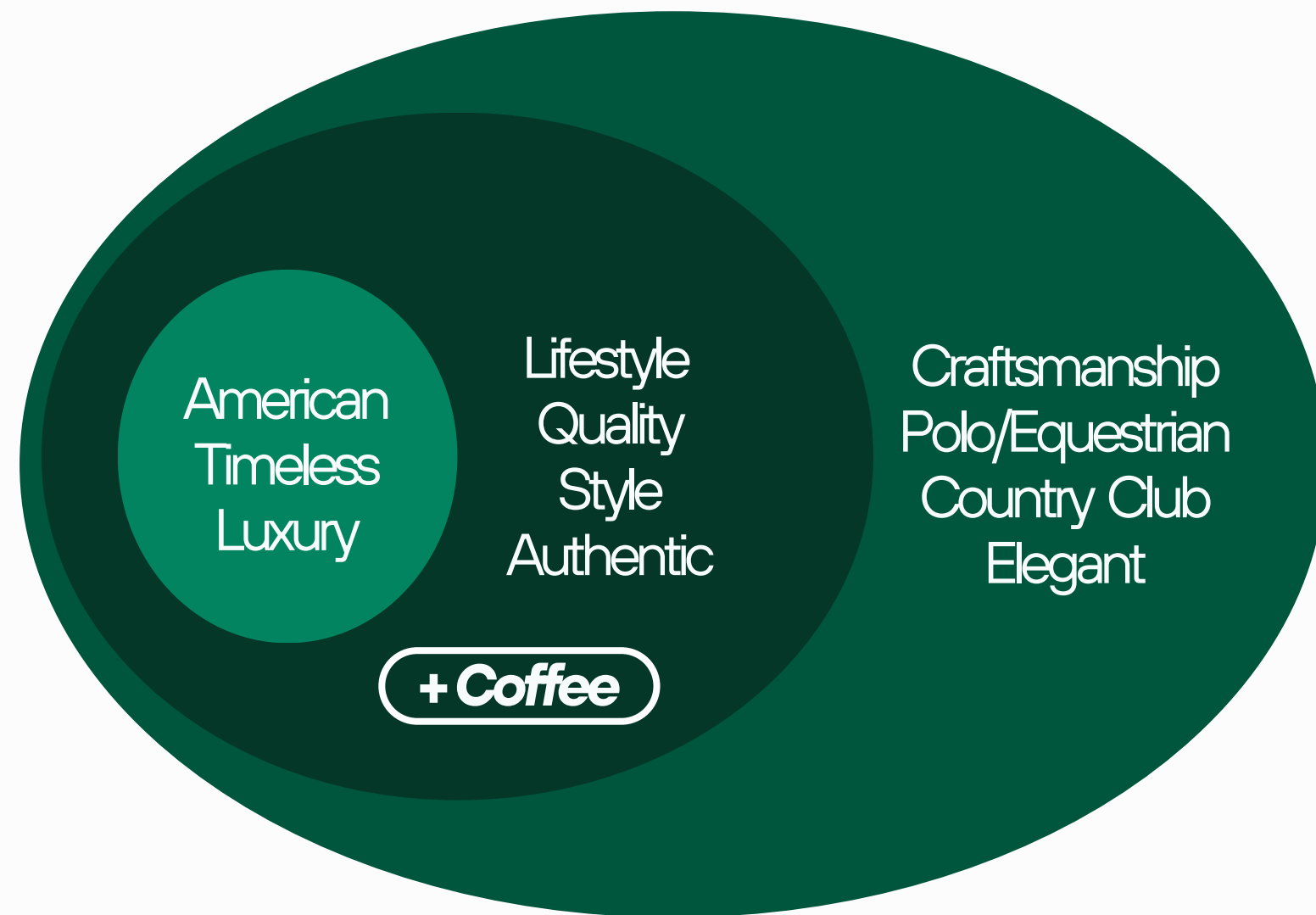
RALPH LAUREN



Silver Bullet Brand Strategy

- Expands Ralph Lauren's influence into lifestyle
- Engages a broader audience

Brand *Identity*



RALPH
LAUREN

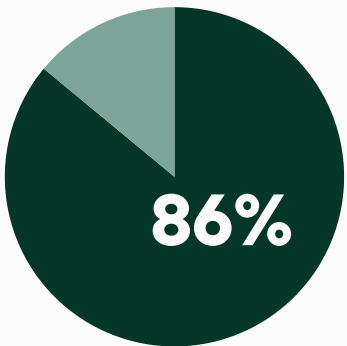


Brand *Image*

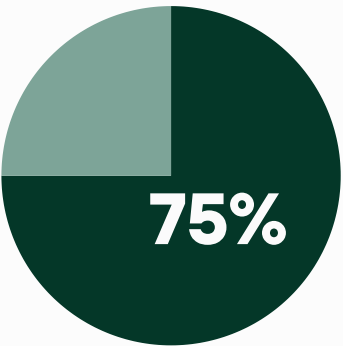


Consumer *Insights*

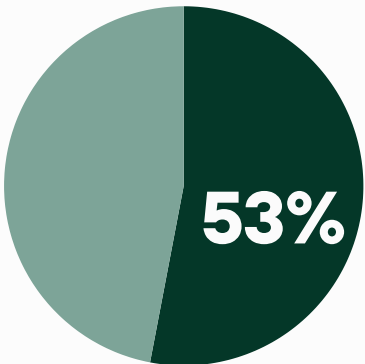
Ralph's Coffee **fails to contribute** to reinforcing Ralph Lauren's core values and brand identity.



Don't feel Ralph's Coffee enhances the **timelessness** of Ralph Lauren



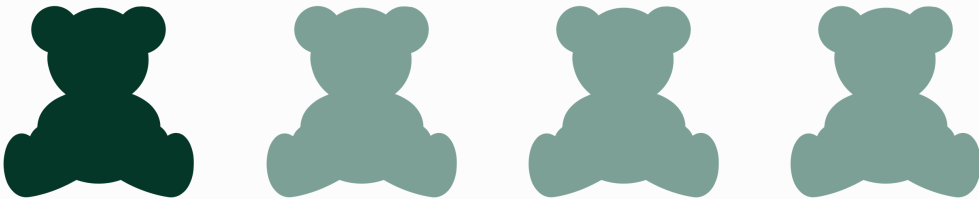
Don't feel Ralph's Coffee enhances the **luxury** of Ralph Lauren



Don't feel Ralph's Coffee strongly embodies the **American feeling** of Ralph Lauren

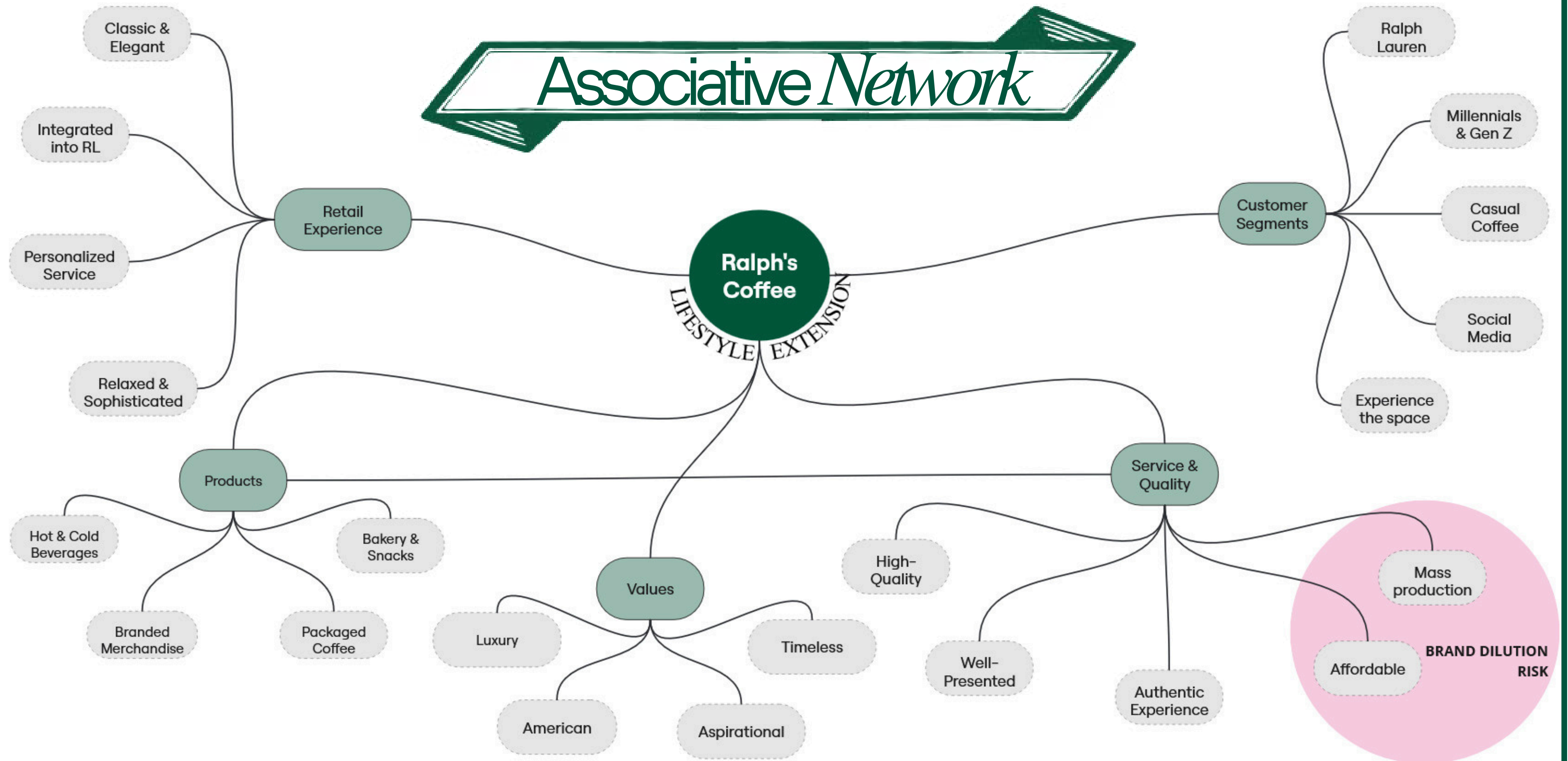


1 out of 3 people who are familiar with Ralph's don't know that it is **owned by** Ralph Lauren



1 in 4 people who have purchased at Ralph's don't know that it is **owned by** Ralph Lauren

Associative Network





Ralph's Promise

A timeless café experience where every detail—from the coffee to the ambiance—embodies the elegance, heritage, and lifestyle of Ralph Lauren.

Communicating Ralph's

Ralph's Coffee reflects Ralph Lauren's timeless heritage with its green and white branding, vintage typography, and refined interiors.

It evokes the brand's essence through wood paneling, brass accents, and equestrian-themed décor, while the Ralph Lauren teddy bear remains the only clear brand crossover in its merchandise, subtly reinforcing the connection.

Photos taken from Ralph's Instagram

Ralph's Customers

Design-conscious & lifestyle-driven

Customers who appreciate aesthetics, heritage, and refined experiences over coffee expertise.

Aspirational yet accessible

Young professionals, high-net-worth individuals, and fashion-forward tourists engaging with the Ralph Lauren world.

Social media-savvy audience

Attracted to the café's Instagrammable ambiance, increasing foot traffic but not always aligning with the brand's ideal luxury buyer.



Photos taken from Ralph's tagged pictures on Instagram

Ralph's Marketing Approach

Product



- Café
- Branded Merchandise
- Luxury Experience

Pricing



- Priced closer to Starbucks than luxury cafés
- Coffee merchandise is affordable compared to RL core products

Place



- 8 locations in the U.S., 5 in Europe, and 24 in Asia.
- Blend of physical cafés, coffee bars, and mobile coffee trucks.
- No dedicated website

Promotion



- Relies on brand heritage and aesthetic appeal
- Strong organic social media presence

Ralph's Pricing

Pricing



Espresso

\$3.25

\$3.50

\$6.00

Americano

\$3.95

\$4.25

\$5.50 - \$6.50

Mocha

\$5.75

\$6.00

\$7.50-\$8.50

Iced Latte

\$5.45

\$5.50

\$6.50-\$7.50

Croissant

\$3.95

\$4.25

\$5.50

Yogurt Parfait

\$4.45

\$6.50

\$8.50

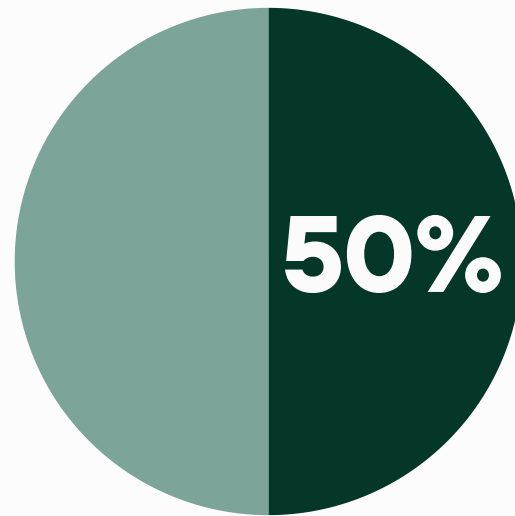
***Chicago prices

Leveraging + Protecting *Ralph's*

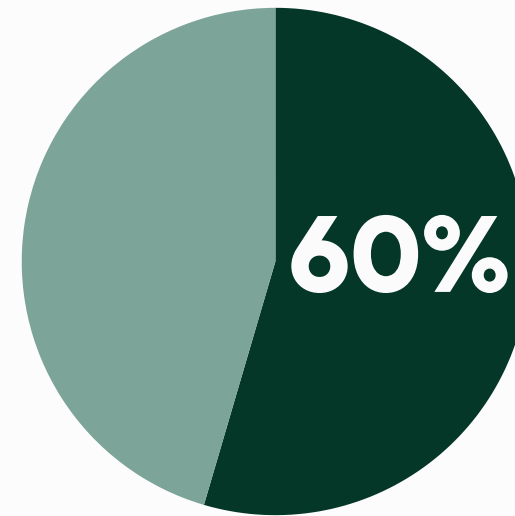
- Ralph Lauren's foray into hospitality has proven to be a strong move for the brand
 - Rather than focusing solely on clothing, this led consumers to think of Ralph Lauren as a **lifestyle brand**
 - Improved elasticity of the brand
- Ralph's Coffee is another example of a lifestyle extension of the brand
 - It serves as an accessible entry point for consumers



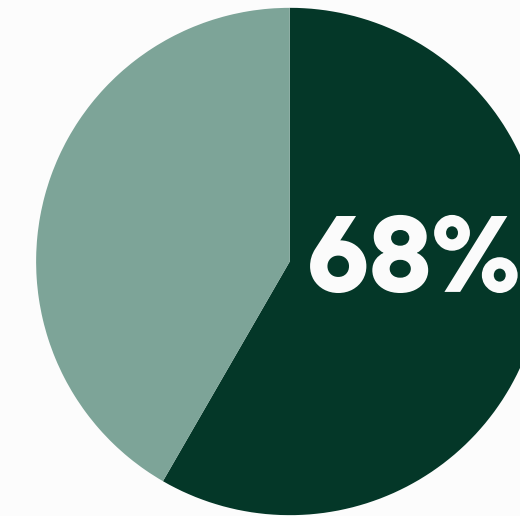
Leveraging RL *with Ralph's?*



say there is **no shift in feelings** towards RL after purchasing from Ralph's



made **no subsequent purchase** from RL after purchasing from Ralph's



report **no change in likelihood of purchasing** RL after purchasing from Ralph's

Leveraging + Protecting *Ralph's*

An example of strong leveraging is the **Pink Pony Fund**, where they collaborated with an initiative close to the RL parent brand.



A missed opportunity for leveraging Ralph's coffee with their limited edition collection of Polo Bear chocolates in Japan.



Our *Recommendations*

01.



Ralph's Pricing

- Ralph's Coffee currently operates in a pricing space that does not fully reflect Ralph Lauren's luxury positioning.
- We recommend aligning pricing with RL's premium strategy by increasing exclusivity in offerings and re-evaluating price points for beverages and merchandise.

02.



Ralph's Brand Image

- Reinforce Ralph Lauren's core brand identity explicitly in signage, marketing, and retail integration.
- Encourage cross-experience engagement

Our *Recommendations*

03.

Strategic Placements

- Strategically use Ralph's Coffee proximity to create an experiential spatial flow starting from Ralph Lauren with the final destination being Ralph's Cafe.
- Continue expanding Ralph's Coffee by carefully selecting locations in high-profile Ralph's Coffee locations into luxury travel destinations (e.g., Aspen, the Hamptons, Beverly Hills)

04.

Maximizing Partnerships

- Position Ralph's Coffee as part of RL's high-end ecosystem by partnering with premium American luxury brands that share its values of craftsmanship, heritage, and exclusivity.
- Strengthen exclusivity through private RL x Ralph's drops, making the café experience a more aspirational extension of RL's world.



Thank *You!*

any questions?



Appendix

Survey Overview

Target Population:

Consumers familiar with Ralph Lauren and Ralph's Coffee

Sample:

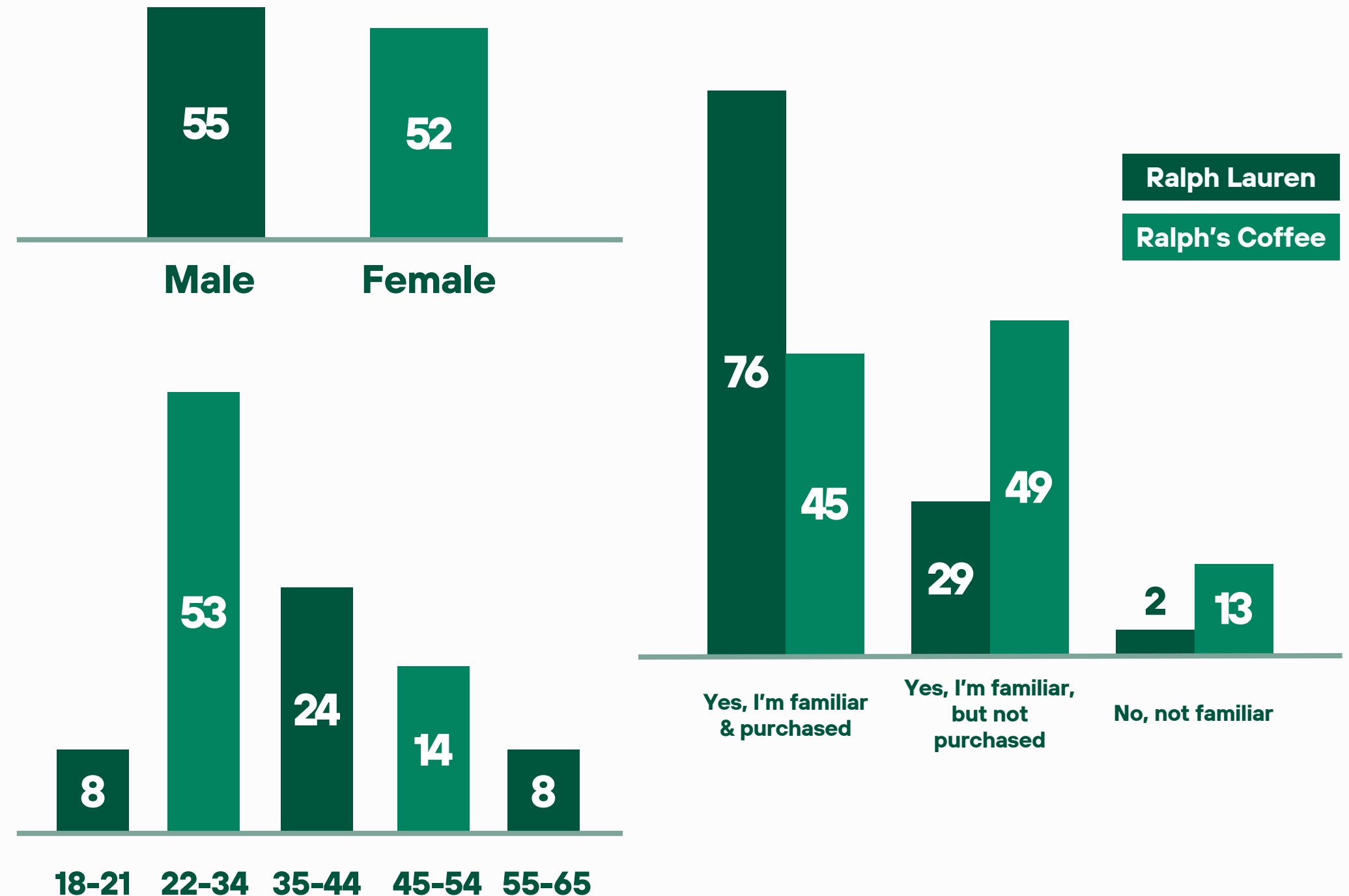
107 randomly selected respondents who recognize both Ralph Lauren and Ralph's Coffee

Geographic Scope:

Residents of Washington, D.C., Miami, Chicago, and New York – cities with Ralph's Coffee locations

Methodology:

- 16 survey questions
- Mix of structured questions and open-ended association prompts
- Designed to capture brand perception, consumer preferences, and purchasing behavior



Associative Network

