



Ray-Ban

THE ICONS

THE MEGA CLUBMASTER

ICONS CAMPAIGN

CLUBMASTER

TRADE MARKETING GTM

USAGE RIGHTS EXPIRE JANUARY 2026

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THE ICONS

THE MEGA CLUBMASTER

STORYTELLING

STORIES ARE A WAY TO SHAPE OUR LIVES, HOW WE INFLUENCE OUR OWN NARRATIVE. HOW WE WANT TO BE SEEN. HOW WE WANT TO BE REMEMBERED. SOME STAND OUT - SOME INSPIRE. SOME ARE ADMIRERED. SOME ARE SIMPLY VISIONARY. THEY BECOME ICONS.

**EVERYBODY'S GOT A STORY.
AND FOR EVERY STORY THERE'S A RAY-BAN.**

FOR THE CLUBMASTER, THAT'S THE STORY OF THE INTELLECTUAL, THE CULTURAL ICON, THE OUTSPOKEN, THE REVOLUTIONARY, THE CREATIVELY INSATIABLE. THIS "BROWLINE" WALKS THE LINE BETWEEN OLD SCHOOL AND TOO COOL. IT NEVER FAILS TO HOLD ITS GROUND IN A SEA OF POSERS. A SINGLE STYLE OF EYEWEAR THAT EMBODIES THE STORIES OF SO MANY. TODAY, IT'S READY TO PUSH THE NARRATIVE EVEN FURTHER. MAKE THE CLUBMASTER YOUR STORY.

THE ICONS

THE MEGA CLUBMASTER



Ray-Ban

KEY TALENT



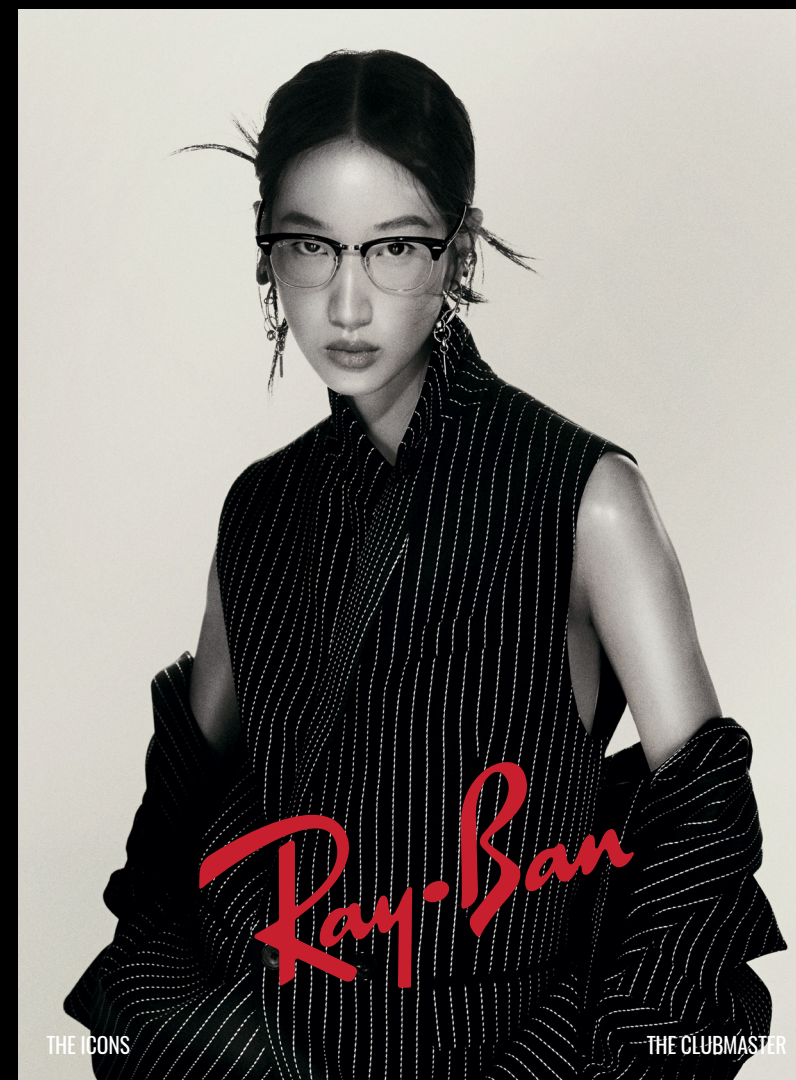
MEGA CLUBMASTER LITEFORCE

ØRH7316V



MEGA CLUBMASTER

ØRB0316S



CLUBMASTER

ØRH5154

KEY PRODUCT



**MEGA CLUBMASTER +
MEGA CLUBMASTER LITEFORCE**
ØRB0316S + ØRH7316V



MEGA CLUBMASTER LITEFORCE
ØRH7316V

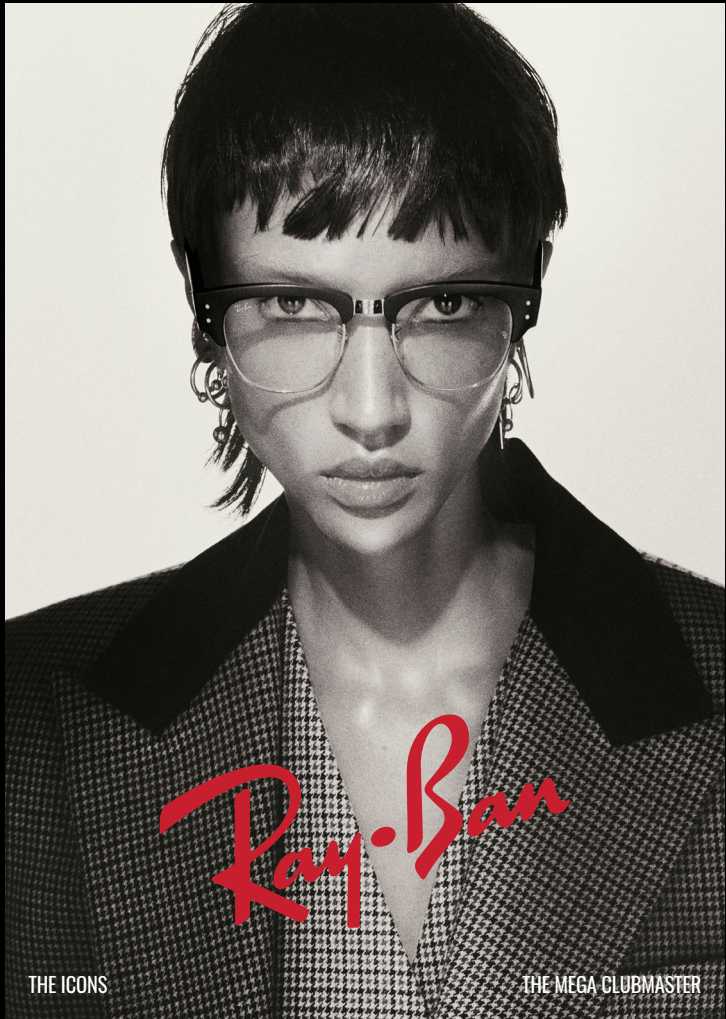


MEGA CLUBMASTER
ØRB0316S



CLUBMASTER
ØRH5154

EXTRA TALENT + PRODUCT



MEGA CLUBMASTER LITEFORCE

0RX7316V



CLUBMASTER REVERSE

0RBR0504S



CLUBMASTER REVERSE

0RBR0504S

FEATURED PRODUCT

HERO PRODUCTS

MEGA CLUBMASTER
ØRB0316S



MEGA CLUBMASTER LITEFORCE
ØRX7316V



CLUBMASTER OPT
ØRX5154



SECONDARY

CLUBMASTER REVERSE
ØRB0504S

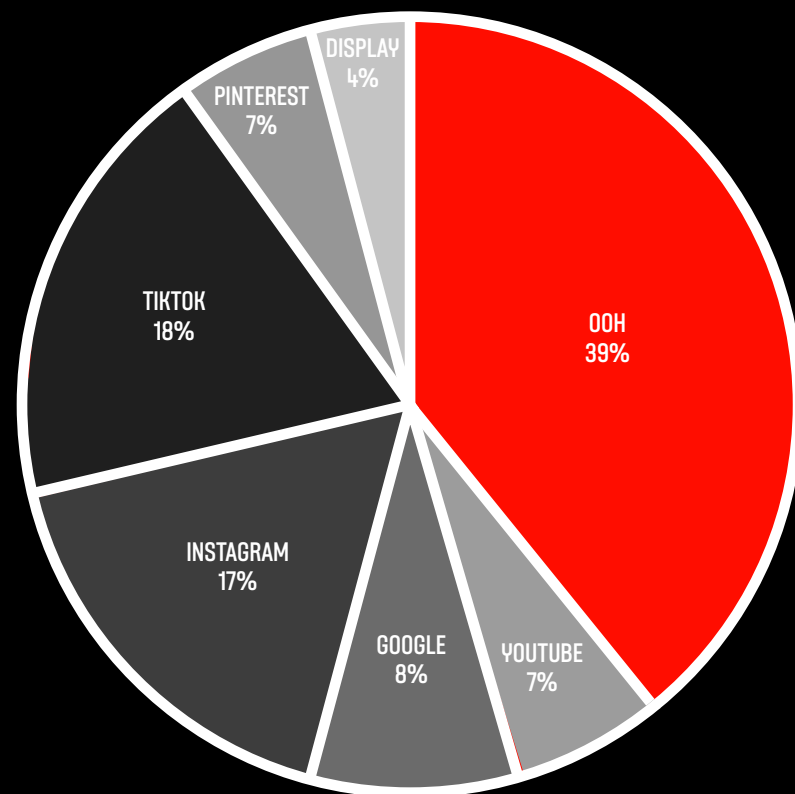


RAY-BAN US MEDIA

OPTICAL CLUBMASTER Q1

MEDIA INVESTMENT

FEBRUARY 24 – MARCH 30



254 MILLION
ESTIMATED IMPRESSIONS
REACHING A18-44

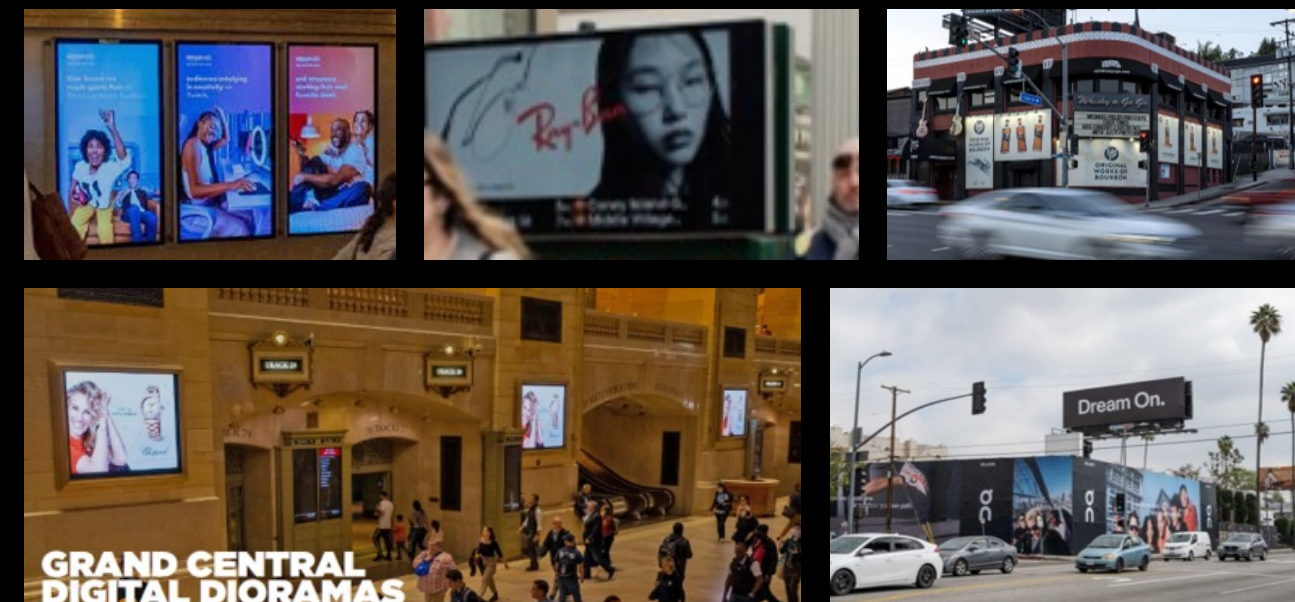
IN Q1 2025, RAY-BAN WILL RAISE AWARENESS FOR THE OPTICAL CATEGORY AND DRIVE CONSIDERATION OF THE ICONIC RB EYEWEAR COLLECTION FEATURING THE CLUBMASTER!

THROUGH OOH PLACEMENTS IN NYC AND LA + A STRONG SOCIAL MEDIA PRESENCE, RAY-BAN WILL REACH FASHIONABLE AUDIENCES WHO ARE INTERESTED IN DEFINING THEIR STYLE.

MEDIA CHANNELS



OOH MEDIA IN NYC & LA



SEASONAL TOOLS

CAMPAIGN BANNERS

SIZE (IN): 28 W X 54 H / QTY — 825 / EXP: JAN 2026



CAMPAIGN COUNTER CARDS

SIZE (IN): 5 W X 7 H / QTY — 4,400 / EXP: JAN 2026



SOCIAL PACK

STATIC ASSETS CROPPED AND READY FOR SOCIAL SHARING. ALL KEY VISUALS FROM PAGE 4 & 5 AVAILABLE

HERO VIDEO

1080X1080 AND 1080X1920 AVAILABLE. 10 & 15 SECOND VERSIONS.



DOWNLOAD HERE



DOWNLOAD HERE



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TALENT KEY VISUALS

1080X1080, 1080X1920 AND 1920X1080 AVAILABLE.



DOWNLOAD HERE

PRODUCT KEY VISUALS

1080X1080, 1080X1920 AND 1920X1080 AVAILABLE.



DOWNLOAD HERE

SOCIAL COPY

SHORT

- FROM THE INTELLECTUAL, THE CULTURAL ICON, THE OUTSPOKEN, THE REVOLUTIONARY, THE CREATIVELY INSATIABLE. THE CLUBMASTER EMBODIES THE STORIES OF MANY.

SUPER SHORT

- OWN YOUR STORY. STAND YOUR GROUND. FIND YOUR CLUBMASTER.

PRODUCT COPY

- **MEGA CLUBMASTER LITEFORCE:** MEGA STYLE MEETS HIGH-PERFORMANCE LITEFORCE FRAMES.
- **CLUBMASTER:** BOLD RAY-BAN STYLE WITH AN ICONIC BROWLINE DESIGN, MADE TO STAND OUT.

THANK YOU



THE ICONS

Ray-Ban



THE MEGA CLUBMASTER