



Ray-Ban

ICONS CAMPAIGN

BALORAMA

TRADE MARKETING GTM
USAGE RIGHTS EXPIRE MARCH 2026

THE ICONS

THE MEGA BALORAMA

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Ray-Ban

THE ICONS

THE MEGA BALORAMA — THE BALORETTE

STORYTELLING

READY, SET, ACTION. SOMETIMES YOU GO OFF-ROAD ADRENALINE. YOU GO ON-ROAD. IT'S ABOUT THE FAST LANE. OR THE FAST BEAT. YOU GET LOST IN THE MUSIC. OVERGROUND, UNDERGROUND. THE STRUT. THE CURVES. **THE STORIES OF THE BALORAMA.** THE CULT WRAPAROUND. REFUSE TO BE CONTAINED. YOU THINK YOU KNOW IT, BUT REALLY YOU DON'T. BECAUSE IT'S HAPPENING NOW.

LEAD INTO A BOLD FUTURE.

EVERYBODY'S GOT A STORY.

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

THE BALORAMA. RAY-BAN ICONS.



THE ICONS

THE BALORAMA

KEY TALENT



BALORAMA

RB4089 601/31



MEGA BALORAMA

RB2289 901/31



BALORETTE OPTICAL

RX5489 2000



0R4391D

RB4391D 645087

KEY PRODUCT



BALORAMA

RB4089 601/31



MEGA BALORAMA

RB2289 901/31



BALORETTE OPTICAL

RX5489 2000



RB4391D

RB4391D 645087



MEGA BALORAMA

RB2289 901/31

BALORETTE OPTICAL

RX5489 2000

FEATURED PRODUCT

HERO PRODUCTS

MEGA BALORAMA
RB2289 901/31



BALORAMA
RB4089 601/31



BALORAMA OPTICAL
RX5489 2000



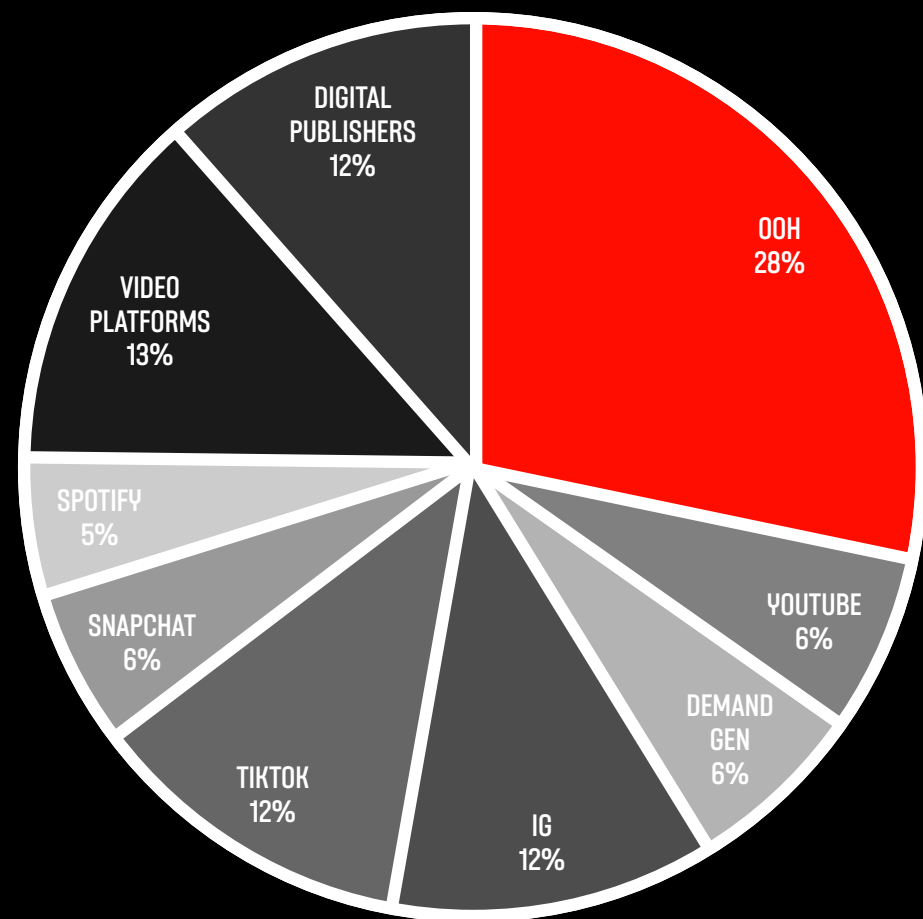
RB4391D (LOW BRIDGE FIT)
RB4391D 645087



RAY-BAN US MEDIA

BALORAMA & MEGA WAYFARER Q2 MARCH 31 – MAY 4

MEDIA MIX



490 MILLION
ESTIMATED IMPRESSIONS

RAY-BAN WILL DRIVE AWARENESS FOR BALORAMA, MEGA BALORAMA AND MEGA WAYFARER FRAMES WITH EYE-CATCHING OOH IN NYC, BROOKLYN AND MIAMI + EXTENSIVE COVERAGE ON SOCIAL MEDIA, DIGITAL PUBLISHERS AND VIDEO/AUDIO PLATFORMS!

MEDIA PARTNERS



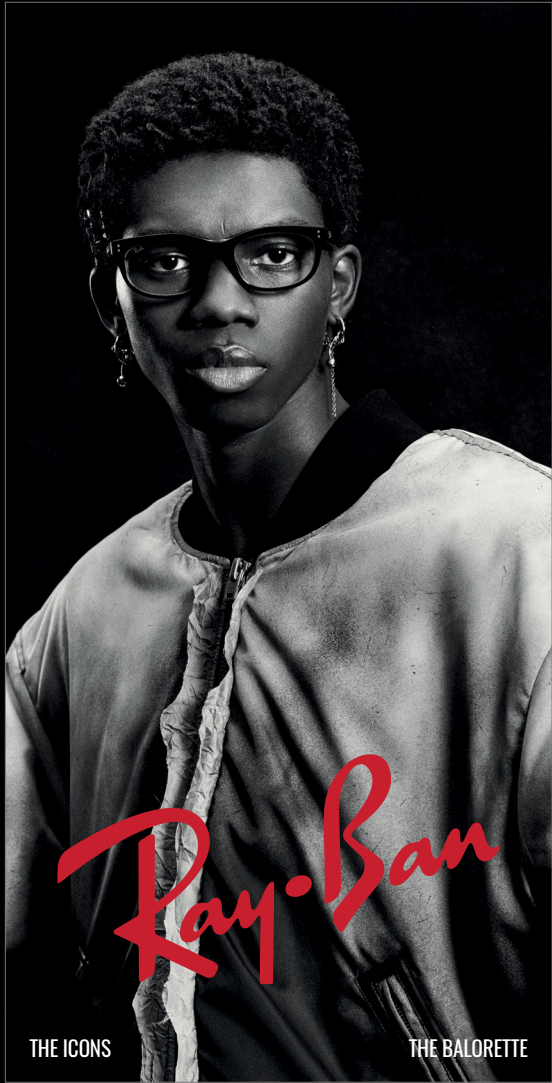
OOH MEDIA IN NYC, BROOKLYN AND MIAMI



SEASONAL TOOLS

CAMPAIGN BANNERS

SIZE (IN): 28 W X 54 H / QTY – 825 / EXP: MARCH 2026



SOCIAL PACK

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

HERO VIDEOS

1080X1080 AND 1080X1920 AVAILABLE. 10 SECOND VERSION.



DOWNLOAD HERE

TALENT KEY VISUALS

1080X1080, 1080X1920 AND 1920X1080 AVAILABLE.



DOWNLOAD HERE

PRODUCT KEY VISUALS

1080X1080, 1080X1920 AND 1920X1080 AVAILABLE.



DOWNLOAD HERE

SOCIAL COPY

MEGA BALORAMA SHORT STORYTELLING

- A BOLD EVOLUTION OF '60S AND MODERN STYLE IN AN ULTRA-WRAPPED SHAPE.

BALORAMA SHORT STORYTELLING

- A 1967 STYLE ICON, BALORAMA FEATURES A WRAPPED FIT FOR A UNIQUE LOOK.

BALORETTE SHORT STORYTELLING

- VINTAGE CHARM IN A CLASSIC SHAPE WITH SLIM FRAMES IN A WRAPPED DESIGN

THANK YOU

Ray-Ban

THE ICONS

THE BALORETTE — THE MEGA BALORAMA