

Ray-Ban

THE ICONS

THE MEGA WAYFARER

ICONS CAMPAIGN

WAYFARER

TRADE MARKETING GTM

USAGE RIGHTS EXPIRE MARCH 2026

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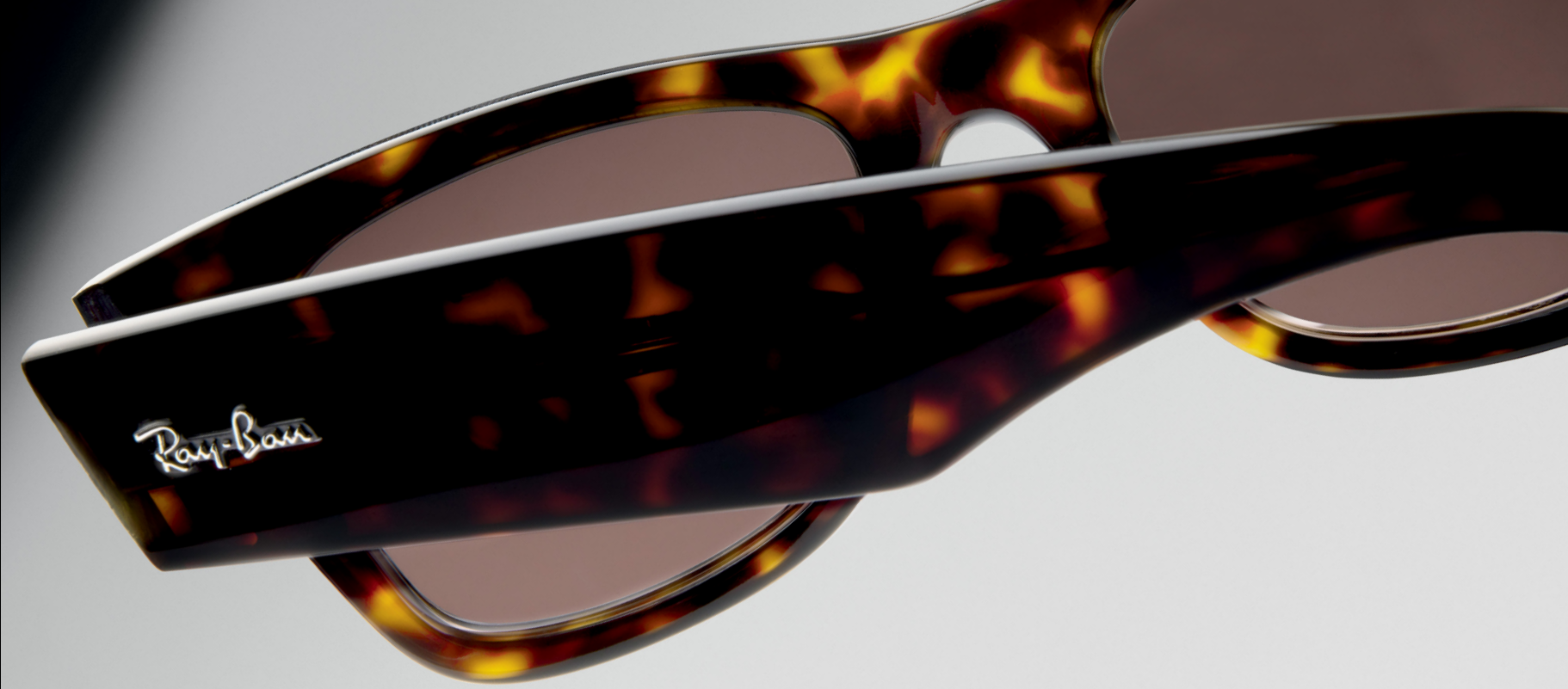
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THE ICONS

THE MEGA WAYFARER

STORYTELLING

WHAT SUNGLASSES LOOK LIKE. CROSSING OVER GENERATIONS. ROCKABILLY. POP ART. THE SILVER SCREEN. ALWAYS AT THE EDGE OF SHIFTING CULTURAL LANDSCAPES. EAST COAST VS WEST COAST. THE RED CARPET. LEGENDS. STYLE. SO MANY DUPES. CREATORS. INFLUENCE. **THE STORIES OF THE WAYFARER.** SEEN SINCE 1952. RE-SEEN, RE-WORN. REGAIN, REWRITE.

REDEFINE YOUR NARRATIVE.

EVERYBODY'S GOT A STORY.

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

THE WAYFARER. RAY-BAN ICONS.

THE ICONS



THE MEGA WAYFARER

KEY TALENT



MEGA WAFARER

RB0840S 902/1A



MEGA WAYFARER

RB0840S 902/53



MEGA WAYFARER

RB0840S 902/4E



MEGA WAYFARER

RB0840S 902/56

KEY PRODUCT



MEGA WAYFARER

RB0840S 902/56



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MEGA WAYFARER

RB0840S 902/1A



MEGA WAYFARER

RB0840S 902/53



MEGA WAYFARER

RB0840S 902/1A

MEGA WAYFARER

RB0840S 902/56

FEATURED PRODUCT

HERO PRODUCTS

MEGA WAYFARER
RB0840S 902/56



MEGA WAYFARER
RB0840S 902/53



MEGA WAYFARER
RB0840S 902/4E



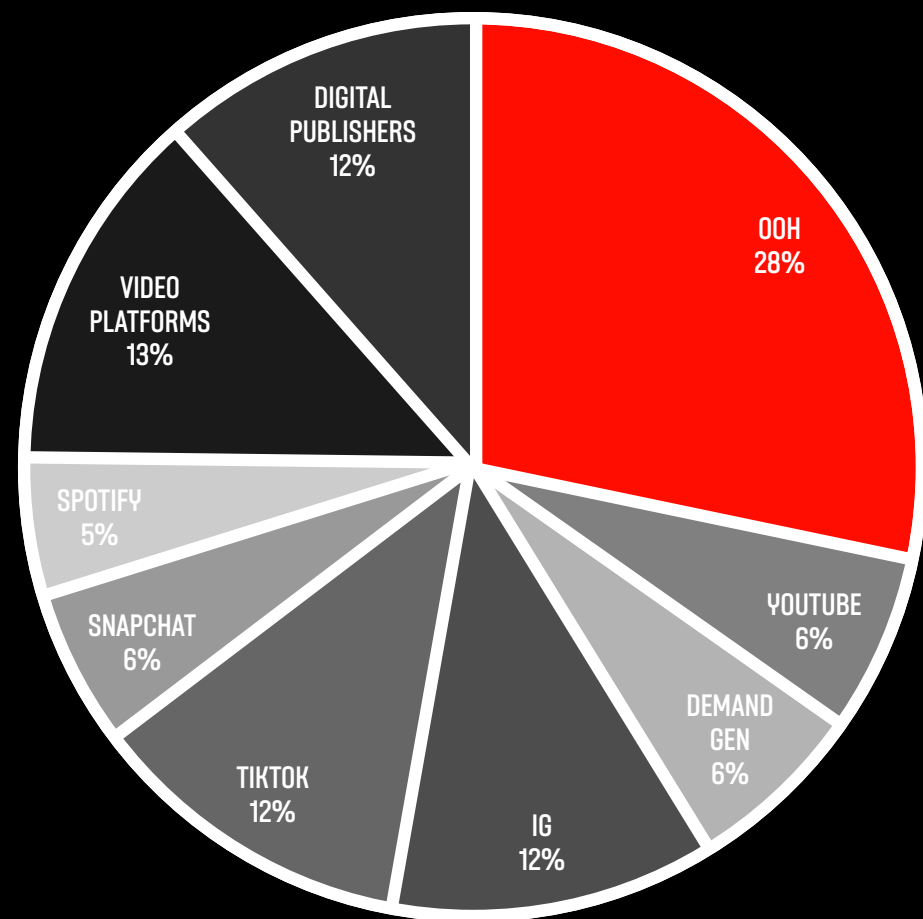
MEGA WAYFARER
RB0840S 902/1A



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



CAMPAIGN COUNTER CARDS

SIZE (IN): 5 W X 7 / EXP: MARCH 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 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

WAYFARER SHORT STORYTELLING

- EVER SINCE IT'S CREATION IN 1952, WHERE THERE WAS STYLE, THERE WAS THE WAYFARER THE STORY OF THE WAYFARER IS THAT OF CHANGE. LET IT BE YOURS TOO.

WAYFARER SUPER SHORT STORYTELLING

- THE WAYFARER. THE ICON THAT'S ALWAYS AT THE HEART OF SHIFTING HORIZONS.

MEGA WAYFARER LONG STORYTELLING

- GO BOLD, GO MEGA: THE MEGA WAYFARER IS THE ULTIMATE EXPRESSION OF MODERN STYLE. WITH ITS THICKER FRAME AND VIBRANT NEW LENSES, THIS EYEWEAR MAKES A STATEMENT THAT'S IMPOSSIBLE TO IGNORE. AVAILABLE IN CLASSIC HAVANA FRAMES AND A SPECTRUM OF COLORFUL LIGHT LENSES, THE MEGA WAYFARER IS DESIGNED FOR THOSE WHO EMBRACE THE LATEST TRENDS WITH PERSONALITY.

MEGA WAYFARER SHORT STORYTELLING

- GO BOLD, GO MEGA. A NEW ICON IN A THICKER, MORE MODERN SHAPE.

THANK YOU

Ray-Ban

THE ICONS

THE MEGA WAYFARER