

INTERNET

## Bulgari authenticates campaign with follow-up blog post

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*Bloggers for Bulgari*

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By STAFF REPORTS

Italian jeweler Bulgari has reunited the influencers from its Roman holiday campaign for one last gifting push.

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On a sponsored post on Facebook, Bulgari brought together the bloggers behind Eat Sleep Wear, Sea of Shoes and Wendy's Lookbook to promote the pieces in the B.zero1 collection. By continuing an aspect of a campaign, the correlation between the influencer and partner brand may ring more true for consumers who have been following along.

### Friends of a brand

In its post, Bulgari does not directly link back to its holiday effort that took consumers to the heart of Rome.

Centered on a microsite, Bulgari's campaign enables consumers to virtually travel to iconic spots within the ancient city, such as the Spanish Steps and the Colosseum, by way of 360-degree imagery, allowing them to send social media postcards from each locale. While this effort does enable consumers to discover holiday gift ideas, consumers must first embark on a journey to find the jewels, taking the concept of gift guide beyond a flat edit ([see story](#)).

The additional content for the campaign is housed on Sea of Shoes' blog with the title "Reunited in NYC." Copy expresses that the women enjoyed each others company so much when working with Bulgari in Rome that a true friendship between the trio blossomed.



*The women of Eat Sleep Wear, Sea of Shoes and Wendy's Lookbook*

Sea of Shoe's post shows the women back in New York surrounded by Bulgari gift packages. The three women styled their get together with pieces of the B.zero 1 line, and other wares from the jeweler such as its handbags.

At the bottom of the post, Sea of Shoes links the products seen to their corresponding product pages on Bulgari's Web site. This effort, as with the Roman getaway, was in partnership with the brand and Style Coalition.

The post can be found [here](#).

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