

FRAGRANCE AND PERSONAL CARE

Dolce & Gabbana challenges consumers to pucker up

July 18, 2017

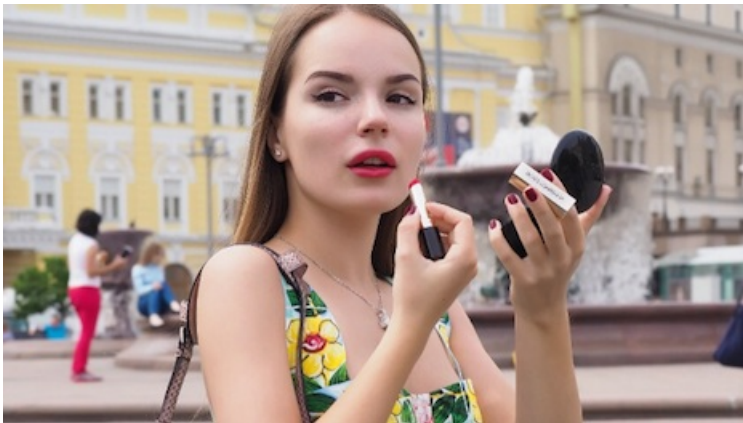


Image from Dolce & Gabbana's #DGBaciChallenge. Image credit: Dolce & Gabbana

By SARAH JONES

Italian fashion label Dolce & Gabbana is taking inspiration from its flirty Miss Sicily commercial for an influencer campaign that dares participants to test their lipcolor on a stranger.

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The #DGBaciChallenge asks influencers to apply the lipstick before planting a smooch on an unsuspecting individual. Presented as organic scenes, the effort aims to extend the playful feeling of the Miss Sicily campaign, encouraging other women to embody the character.

"Expanding the Miss Sicily campaign on social media is a tactic for telling the free-spirited side of Dolce & Gabbana's story," said Mollie Reynolds Cooke, social media manager at [MDG Advertising](#), Boca Raton, FL.

"It's normally a brand that focuses on high-end consumers," she said. "So in a way, this campaign has been like a mini makeover - capturing a different demographic in the fashion world."

Ms. Reynolds Cooke is not affiliated with Dolce & Gabbana beauty, but agreed to comment as an industry expert. [Dolce & Gabbana Beauty](#), a license of Shiseido, was reached for comment.

Stolen kisses

The brand's campaign for its Miss Sicily line of lipsticks, released in April, centers on a woman's trip through a town in a fiery red convertible, as she finds admirers along the way.

Model Vittoria Ceretti is seen cruising the Italian countryside before arriving in a village. Here, she finds a number of male admirers, but she picks one man out of the crowd and surreptitiously pecks him on the cheek, leaving an evident lip print, before walking away ([see story](#)).

Miss Sicily: an irresistibly playful lipstick

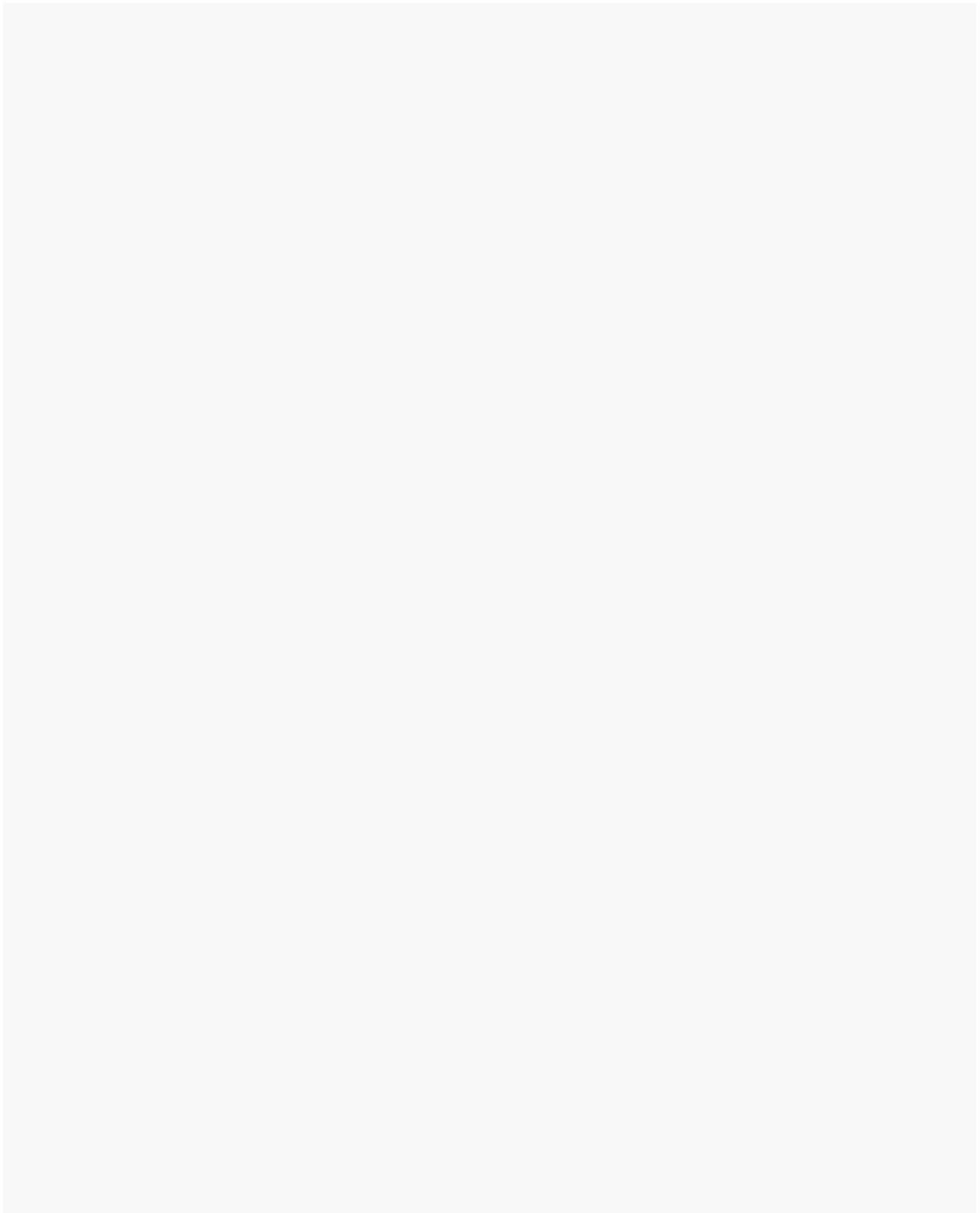
Translating this creative concept into the real world, Dolce & Gabbana challenged a number of influencers to take on the role of Miss Sicily.

Dolce & Gabbana introduced its baci, or "kisses," dare on its dedicated beauty Instagram account.

A short video and images show Russian YouTube star and musician Sasha Spilberg dancing down a street. She pauses, applies Miss Sicily, and then kisses another pedestrian on the cheek.

Before the man, who is seen talking on a cellphone, has time to react, the influencer is gone. In addition to Dolce & Gabbana's own channels, Ms. Spilberg shared the content to her almost 4 million followers.

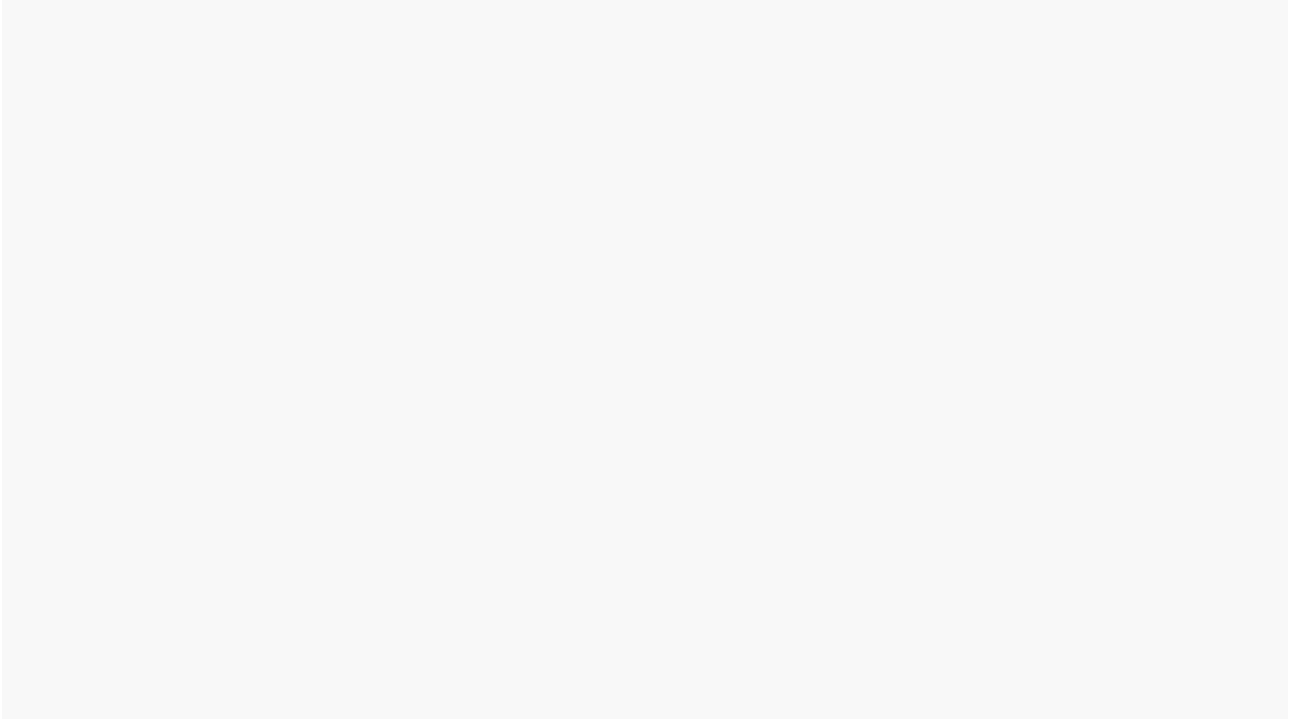
Following a similar format, California-based blogger Shea Marie ambles by al fresco diners, planting a kiss on a woman's cheek.



Dreaming about who @peaceloveshea will kiss in her #DGBaciChallenge! #DGMissSicily #DGBeauty

A post shared by Dolce & Gabbana Beauty (@dgbeauty) on Jun 27, 2017 at 10:09am PDT

Giving the effort a global reach, other participants included Spanish-based model Marta Lozano, Italian influencer Carlotta Rubaltelli, Italian beauty vlogger Vanessa Ziletti, Italian beauty journalist Claudia Ciocca and Spanish fitness vlogger Paula Ordovs.



#Repost @martalozanop #DGBaciChallenge #DGMissSicily And that was how I stole kisses with my Miss Sicily Lipstick on Join the #DGBaciChallenge share your video & be part of the movement #DGMissSicily @dgbeauty

A post shared by Dolce & Gabbana Beauty (@dgbeauty) on Jul 17, 2017 at 1:58am PDT

Even designer Stefano Gabbana got in on the action, modeling the lipstick and smooching a number of individuals, with the scene documented on Instagram.

These influencer posts also aim to extend the conversation, asking consumers to share their own stolen kisses.

"It's a win-win for both the influencers and the Dolce & Gabbana brand," Ms. Reynolds Cooke said. "Where else can 'play' be summarized so succinctly than with influencers showing how carefree you can be when wearing the Miss Sicily lipstick?"

"The brand is receiving product exposure by involving tastemakers and in turn they are growing their own audiences by being featured on the Dolce & Gabbana Instagram page," she said.

Influential content

While some influencer efforts stand alone, others act as a catalyst for more traditional marketing.

For instance, Swiss watchmaker IWC Schaffhausen is boosting the visibility of a mysterious new campaign with the help of a bevy of influencers.

As part of the launch campaign for its new Da Vinci timepieces, the first marketed specifically for women, the brand created a fantastical film featuring a hooded woman discovering corners of a Florentine palazzo. Ensuring this content reaches the most eyes possible, the brand worked with almost 20 global personalities, casting the women in

variations on the central effort ([see story](#)).

This effort will also help boost visibility for Dolce & Gabbana's beauty Instagram account, which debuted concurrently with the launch of the Miss Sicily advertising campaign.

Luxury campaigns perform much better than mass brands' efforts on Instagram, with a 30 percent higher performance rate, according to a new report from HelloSociety.

HelloSociety's report looks at the difference in performance from luxury brands on Instagram and Pinterest. The data found that luxury brands can particularly benefit from influencer marketing campaigns on the two platforms due to their aspirational nature ([see story](#)).

"A brand should always weigh the risks and rewards of bringing user-generated content into marketing efforts," MDG Advertising's Ms. Reynolds Cooke said. "The risks are low for this particular campaign because influencers are getting what they want: brand recognition and exposure.

"The core idea behind influencer marketing is that you let your product shine through someone else who has put time and effort cultivating their own brand, which can bring new audiences to your product," she said. "Bringing influencers into your marketing efforts can pay off handsomely when they are aware of the legal constraints and can add to your narrative in a way that helps the brand connect with new consumers.

"Not only do the influencers benefit, but Dolce & Gabbana is receiving the shared exposure this product launch needs. By using the hashtags #DGBaciChallenge and #DGMissSicily, the influencers are telling the brand to share their videos. If something seems off or too risky, Dolce & Gabbana is completely in control and has the power not to repost."

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