

FRAGRANCE AND PERSONAL CARE

## Bulgari leverages Bella Hadid's Gen Z pull in interactive fragrance effort

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*Bulgari is appealing to younger consumers in its latest perfume campaign. Image credit: Bulgari*

By JEN KING

Italian jeweler Bulgari is feeling the pull of Roman nights as it introduces the latest addition to the Goldea fragrance range through digital interaction.

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To welcome Goldea The Roman Night to the jeweler's Goldea fragrance family, Bulgari has scripted a nighttime narrative and interactive features to transport consumers to the Eternal City after dark. Since digital campaigns cannot yet incorporate scent to online experiences, fragrance marketers must rely heavily on a sense of place to communicate how a fragrance smells and how it makes the wearer feel.

"Bulgari's campaign is groundbreaking in that it combines multiple elements that are likely to appeal to an audience that may not be their typical go to a younger audience, that might feel misunderstood or limited by society's restrictions and norms," said Gil Eyal, CEO of HYPRBrands, New York.

"The selection of Bella Hadid is a great one, as she has a meaningful feminine following and represents a combination of luxury and high-class with a more adventurous personality a DUI and dating the Weeknd," he said. "Her personality fits the message perfectly."

Mr. Eyal is not affiliated with Bulgari, but agreed to comment as an industry expert. **Bulgari** was reached for comment.

Into the night

In the campaign film created for Goldea The Roman Night, model Bella Hadid, who also doubles as Bulgari's accessories ambassador, is shown during a private classical music performance.

Ms. Hadid wears all black, with her hair slicked back, and she has on a Bulgari Serpenti necklace. Clearly bored with the music, she checks her phone and spritzes Goldea The Roman Night on her wrists and neck before leaving the performance.

In the next frame, Ms. Hadid is shown exiting the building from a window before she scales a fire escape ladder and balances across red tile roofs to meet up with her friends. Once with friends on a Roman rooftop, the group

screens a movie from an old-fashioned projector onto the clouds above Rome.



*Campaign creative for Bulgari's Goldea The Roman Night. Image credit: Bulgari*

Bulgari's digital communications for the campaign video include a 360-degree experience. Consumers can pick from various options including a look behind-the-scenes of the film, the Goldea The Roman Night fragrance and its creator, master-perfumer Alberto Morillas, or an interview with Ms. Hadid.

For the section dedicated to Goldea The Roman Night, LVMH-owned Bulgari describes the scent as evoking "the Eternal City and its ebullient energy emanating from the frenzy etched into its night. It embodies the new goddess of the night, a spontaneous and instinctive woman who stands by her choices."

The Danish electropop vocalist and songwriter behind the campaign soundtrack, Karen Marie Aagaard rsted Andersen, known professionally as M, meaning "maiden" in Dutch, is also featured in Bulgari's digital effort.

Bulgari has included a short profile on the musician and is promoting M's performance at British department store Selfridges on Oct. 19. The London retailer recently opened a music venue within its flagship as part of its efforts to encourage emerging artists ([see story](#)).



Experience Roman nights wherever you are with our exclusive playlists. Created by Danish singer-songwriter M, they evoke impulsive nights, forbidden love and the heady glamour of Goldea The Roman Night. Tap the link in the bio to find out more. . . . #bulgari#GoldeaRomanNight#bulgarifragrances#fragrances#rome#romannights @momomoyouth

A post shared by BVLGARI (@bulgariofficial) on Sep 13, 2017 at 5:58am PDT

Bulgari also worked with M to curate a playlist of that gives a "taste" of Bulgari's sound. To unlock the five-track playlist, consumers must share an email address, which will help Bulgari gain insight on who is interested in its brand and products.

"The decision to include a playlist with an up-and-coming artist, while flirting with big names like the Spice Girls is going to appeal to an audience who has a more refined taste and likes to feel like they're the first to know," HYPRBrands' Mr. Eyal said.

"[Bulgari's] 360-degree video tells a story that many in the target audience will relate to," he said. "A social situation that requires them not to be themselves, followed by the relief and freedom that comes with living life the way you want to. Ms. Hadid is the daughter of a Muslim immigrant that has found a way to live a luxurious life."

In the coming days, Bulgari will open a social wall dedicated to the campaign where personalized GIF images will be shared. Only those who enter an email will receive a QR code that is redeemable at Bulgari boutiques where the personalized GIF will be created.

The social wall also coincides with its Goldea The Roman Night's events calendar.

#### *Bulgari's Goldea The Roman Night film*

#### Next-gen campaigning

Brands from across sectors have been vying for the attention of millennial consumers, and increasingly, the Generation Z demographic. To win the affection for these consumer segments, luxury brands have been executing physical and digital events to build awareness.

For example, Richemont-owned jeweler Cartier opened its first public-facing experiential activation in the United States market in May to garner interest in the Panthere timepiece.

Cartier's two-day Panthere Studio was designed to bring a millennial audience a customized and interactive branded experience. Panthere Studio included shareable elements throughout the space such as live DJ performances, social media activations and interactive photo experiences ([see story](#)).

Also, Lebanese fashion house Elie Saab stayed out to dawn to attract millennial attention in a fragrance effort that tapped the interests and buzzwords of young women.

Elie Saab's "The Girl Squad" was produced to promote the brand's new scent of the same name and is meant to evoke the feeling of trendy nightlife as experienced by a group of women. The Girl Squad depicts three friends out from midnight to sunrise, having fun while staying classy and wearing the Elie Saab perfume ([see story](#)).

"[Bulgari's] overall message is aspirational," HYPRBrands' Mr. Eyal said. "Not just about luxury but also about the courage to be yourself."

"I think the campaign will definitely resonate with Gen Z and millennials who identify with Ms. Hadid," he said.

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