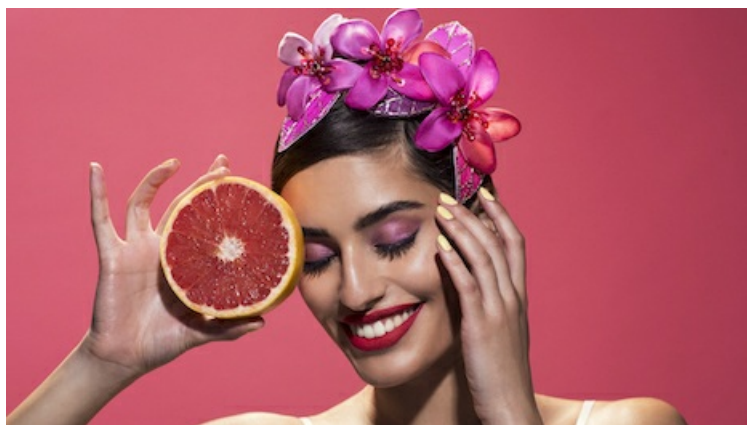


FRAGRANCE AND PERSONAL CARE

Bulgari attracts Tel Aviv travelers by celebrating its culture

March 30, 2018



Bulgari partners with a local Tel Aviv designer to produce limited edition headwear. Image credit: Bulgari.

By BRIELLE JAEKEL

Italian jeweler Bulgari is diving deep into culture, supporting a local launch with an interactive global campaign as consumers become more interested in heritage with travel.

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Affluent travelers are looking for a more authentic experience when abroad, which means immersing themselves in the culture of their destination. As Bulgari launches a new perfume, the brand is working with a local designer for a worldwide social contest to tout the product in its Tel Aviv airport store in Israel.

"The Bulgari brand has created a unique way to engage consumers by allowing the consumers traveling through Tel Aviv to join in on a contest using social media and their phones," said Marci Troutman, CEO of [SiteMinis](#). "The uniqueness of the campaign is the posting of photos to engage and play in the contest."

Ms. Troutman is not affiliated with Bulgari, but agreed to comment as an industry expert. [Bulgari](#) was reached for comment.

Contests and GIFs

Bulgari is offering social media users a platform to become content creators for the brand as it celebrates its Omnia Pink Sapphire perfume launch in Tel Aviv.

The jeweler is working with Israeli headwear designer Tami Bar-Lev for a capsule collection of hats that evoke the essence of the fragrance.

Shoppers will be able to buy the line at Bulgari's store in Terminal 5 of the Tel Aviv Ben Gurion Airport, along with the new fragrance.



Bulgari's Omnia Pink Sapphire podium at its Tel Aviv airport store. Image credit: Bulgari.

To tout the new collaboration and scent, Bulgari is tapping fans all over the world in a new campaign.

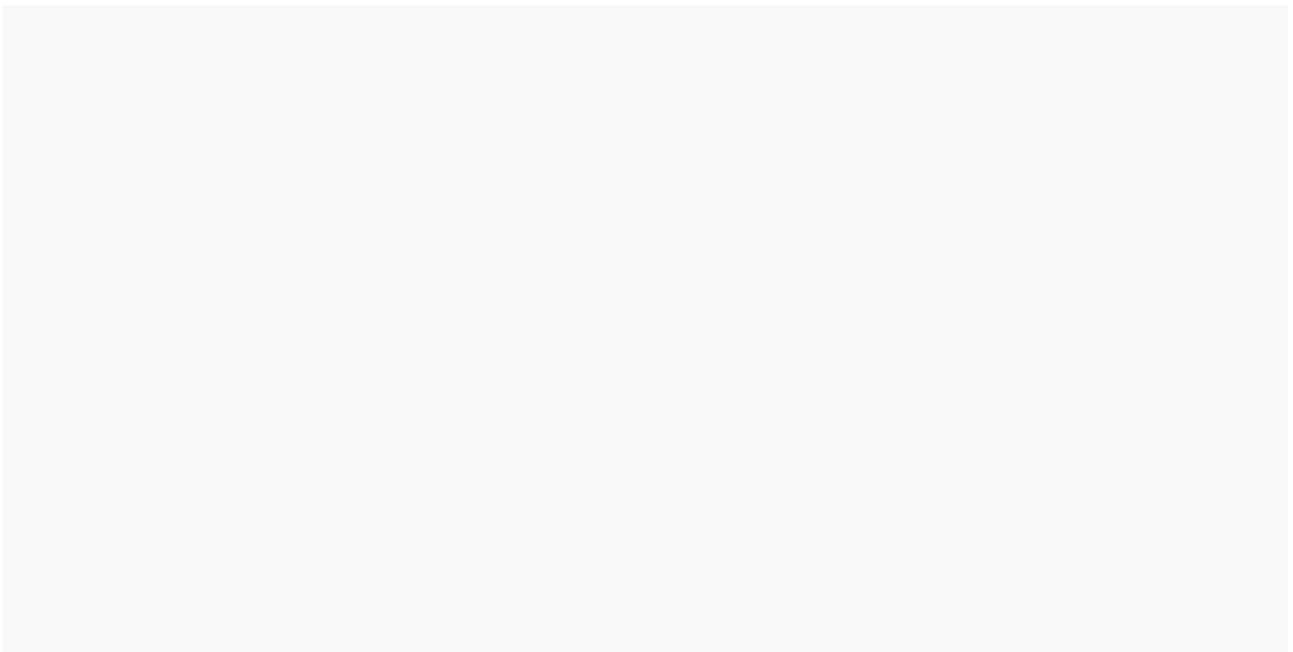
The #JustDareBulgari effort taps into the widely popular GIF theme on social outlets. The jeweler is asking fans to share an animated GIF that gives their look a new twist incorporating a Bulgari x Tami Bar-Lev headpiece.

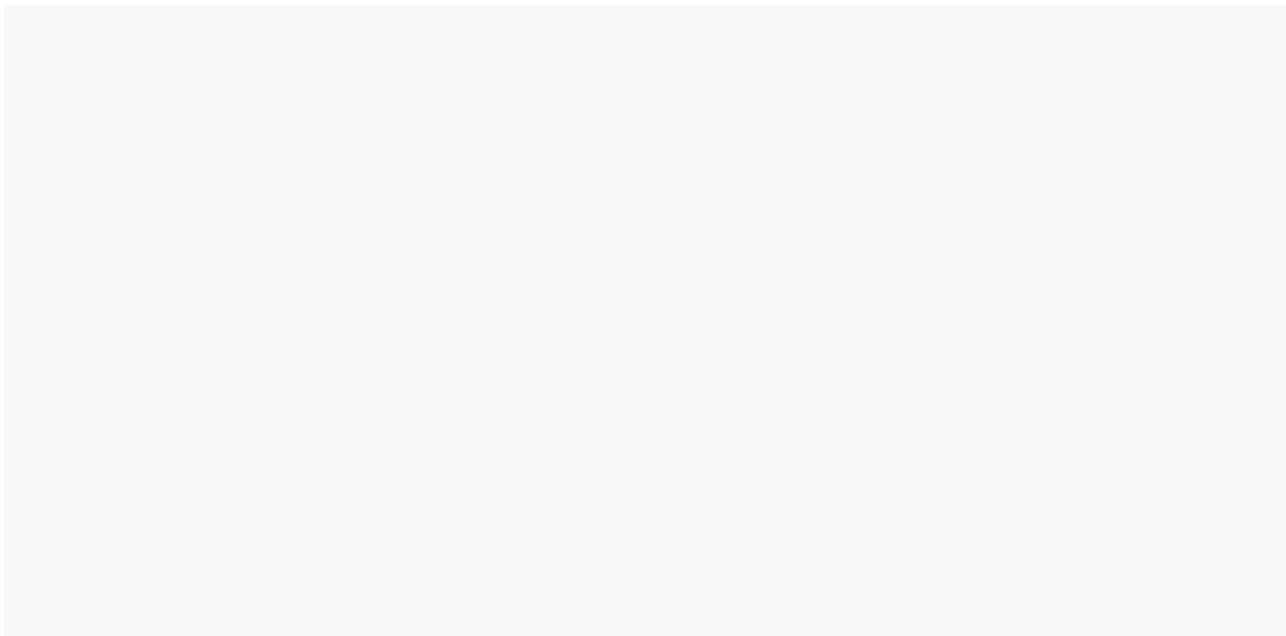
However, fans can also simply enter by taking a picture of themselves with something pink, the perfume's signature color, and including the hashtag #JustDareBulgari.

The winner will be chosen from those that post content with a pink accessory, follow Bulgari's new official fragrance Instagram, @bulgariparfums along with including the hashtags #JustDareBulgari and #dutyfree_il with the image.

Bulgari has also shared a variety of photos and short videos on its Instagram for the campaign. Three models are featured in various situations where they dare to do something crazy, all content with a pink hue.

The campaign dares social users to do crazy things such as "be the life of the party" and "show your own style."





N 1. You look better when you have fun, don't you? Tag the friend who is never afraid of wearing the craziest hairstyles. #justdarebulgari #fragrance @madisonbeer @amandasteele @margaret__zhang

A post shared by BVLGARI PARFUMS (@bulgariparfums) on Mar 20, 2018 at 8:15am PDT

Perfumes and travel

As beauty niches on social media become more prolific with brands, Italy's Bulgari launched its own dedicated fragrance account on Instagram, which is prominent in this campaign.

Coinciding with International Women's Day, the LVMH-owned brand launched a special art-filled Instagram page just for its perfume fans. The page launched with a series of photographs that came together to make a large illustration when viewed all at once ([see more](#)).

Bulgari has a long relationship with travel, which it is valuing in its Tel Aviv launch.

As part of its focus on travel, the brand also recently announced it will open a new flagship location for its branded hotel chain in Paris in 2020.

The new hotel will bring Bulgari Hotels and Resorts' portfolio up to eight properties by the time it opens, along with a number of other planned openings between now and then. The other hotel openings scheduled before the Paris location are all focused outside of Western Europe as Bulgari looks to expand its sphere of influence to previously untapped markets ([see more](#)).

"This campaign is a great way to not only encourage a viral component, but also to ramp up likes and visits to the brand," SiteMinis' Ms. Troutman said. "Consumers like to share pictures of themselves to their friends, especially when traveling and engaging in promotions like this one."