

MULTICHANNEL

Bulgari pushes fragrance line via online, mobile games

November 2, 2010



By PETER FINOCCHIARO

Italian designer Bulgari is raising awareness of its Bulgari Man fragrance line by engaging consumers with a branded game available on a PC and mobile-optimized Web site as well as an iPhone application.

Sign up now

Luxury Daily

The Bulgari Man Experience game presents users with three different image-based puzzles and offers exclusive branded content upon completion. The online version of the game is available online at <http://www.bulgari.com/man> or at <http://www.bulgariman.mobi> on mobile phones, while the application can be downloaded for free in Apple's App Store.

"From a development and brand standpoint, you have to have the horsepower to come up with a game that's engaging," said Neil Strother, Kirkland, WA-based mobile practice director of **ABI Research**. "As a brand, you have to do it in a way that doesn't make users feel like they're playing with an ad."

"You have to subsume your brand enough that a consumer says it's fun, and the game stands on its own and – oh, by the way, Bulgari is promoting it's fragrance," he said.

Bulgari produces high-end jewelry as well as other luxury goods such as its Bulgari Man

personal care line. The brand was not available for comment by press deadline.

How it works

The Bulgari Man game varies slightly depending on which platform players use.

The online and mobile application versions of the game generate three different images, each composed of 11 tiles that are scrambled up. Players must rearrange the tiles to reveal the original picture.

The mobile Web version of the game shows players a twelve-tile picture, in which three tiles have been misplaced, belonging to a different picture. Users click on the nine tiles that belong to proceed to the next level.

Pictures featured in the game include several of Bulgari watches, as well as luxurious images of buildings, sailboats and automobiles.



Bulgari Man Experience iPhone application

In both versions of the game, players must complete three puzzles to win.

Once completed, the game shows consumers a picture of a Bulgari Man box that peels

away to reveal an image of one of the product line's bottles.

The application or Web site then asks the player to enter his or her contact information to receive Bulgari content.

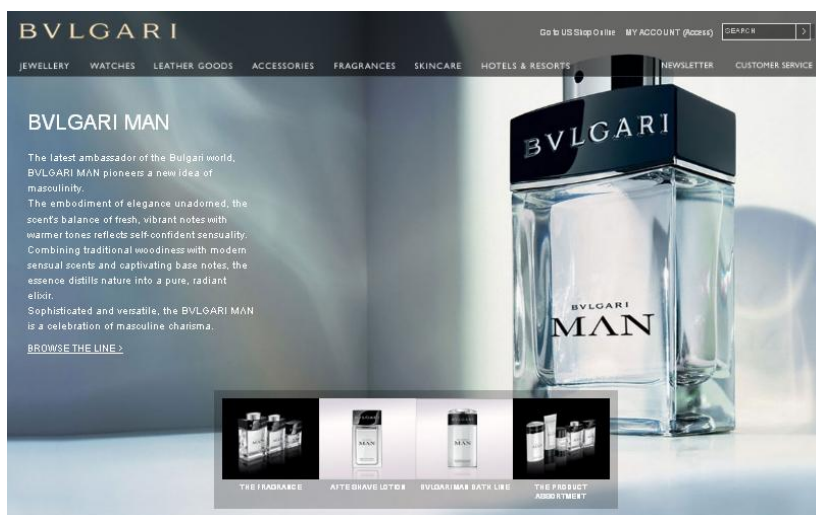
The game also includes a challenge function, whereby users can also invite their friends to play by entering their email addresses into the application or Web site.

The game will then send the original user's score and a link to play the game via one of its three platforms.

Both the online and mobile versions of the game also include a section dedicated to information about the fragrance.

The mobile iterations of the informational section includes four sections: one about the fragrance, another about the design of its bottle, a third about the scent layers that coalesce to create the Bulgari Man scent and a fourth that shows all the different products available from the line.

Meanwhile, the online version includes much of the same content, but also let users jump to the Bulgari store where they can purchase the fragrance.



Bulgari Man promotion launched from the online game experience

Promotions

Bulgari is promoting the game on its Web site.

Users can click on a Bulgari man tab near the bottom of the page to launch a short video clip of brand ambassador and actor Clive Owen. At the end of the clip, a link directs users to the games homepage, where they can start playing on their PCs or click through to find out about the mobile versions.

The brand is also promoting the game through its Facebook page.



Bulgari Man Experience Facebook promotion

“As a luxury brand, you need to make a game challenging enough, but not too challenging,” Mr. Strother said. “This way, the rewards come relatively easy, so the average person doesn’t spend too much time to earn the prize.

“Then you have to look at how you can make it interesting enough to come back, and interesting enough that people want to share it with their friends,” he said. “The problem is there are tons of games, so the bar is pretty high to reach those goals.”

Final Take

Peter Finocchiaro, editorial assistant at Luxury Daily, New York