

INTERNET

Bulgari boosts product awareness through fragrance microsite

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By JEN KING

Italian jeweler Bulgari is rejuvenating consumer interest in its updated Omnia Crystalline fragrance through a dedicated microsite that hosts the advertising campaign and scent notes.

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Luxury Daily

Bulgari's new microsite focuses only on the latest of the Omnia fragrances, rather than the entire collection. By focusing on a specific product, consumers are able to have an in-depth experience with one facet of the collection rather than struggle to grasp information for multiple products.

"Fragrance adds a sensual dimension to the brand, especially if the jewelry tends to be more cold and ornamental, said Suzanne Hader, head of digital strategy at [SelectNY](#), New York.

"From a business perspective, fragrances are also a tried and true way for luxury brands to tap into the aspirational market without losing their premium status, she said.

"Not everyone can afford Bulgari jewelry, but you don't have to be a millionaire to treat yourself to perfume."

Ms. Hader is not affiliated with Bulgari, but agreed to comment as an industry expert.

Bulgari was unable to comment directly.

Omni-vision

The original Omnia Crystalline fragrance launched in 2005.

The new version of the fragrance allows Bulgari to increase the exposure of its fragrance portfolio by using a popular product as a catalyst.

Bulgari is using its Facebook and Twitter to attract attention to its Omnia Crystalline microsite found here: <http://bvlgariomnia.bulgari.com/us/>



Bulgari's Facebook

By following the link, consumers are brought to a microsite where a model is featured in the center holding a bottle of Omnia Crystalline close to her chest.

Bulgari's logo is situated directly below the model and the menu options found on the side.

While visiting the microsite consumers can read Bulgari's inspiration behind the new Omnia Crystalline and the details of its rose gold bottle.

In the "Fragrance" section of the microsite, consumers discover the top notes, heart notes and dry down elements of the fragrance.



Microsite

Bulgari includes a short video on the microsite titled “A Radiant Beauty” featuring the model found on the site's homepage.

The video shows areas of the model’s bare skin including her clavicle, shoulder and back. As the video continues she can be seen wearing a Bulgari ring and bracelet.



Video still

As the video concludes, a bottle of Omnia Crystalline appears as the blurred model walks into the distance.

Furthermore, a slideshow feature is found in the “Campaign” section where the fragrance’s print ads can be viewed.

Showing the fragrance bottle with the brand’s jewelry collection keeps the brand focused and consumers aware of the brand’s roots.

In the “Behind the Scenes” video section, brand enthusiasts can get a glimpse backstage during the campaign photo shoots.



Video still

Although the microsite is dedicated solely to the updated Omnia Crystalline fragrance, the entire collection can be viewed in “The Collection” section of the microsite.

Brand enthusiasts who wish to be among the first to try the updated fragrance may fill out a contact form. By registering their information, they will receive a free fragrance sample in the mail.

Revamping a classic

Other brands have shown a penchant for refreshing content in order to remain relevant among competitors.

For example, British label Mulberry bolstered its ecommerce efforts through a new simplified Web site that was announced Aug. 28.

The brand’s updated site offers a simple design with multiple touch points for consumers to click to shop certain products and collections from the homepage. Mulberry will likely boost ecommerce by making the shopping function more easily accessible ([see story](#)).

Additionally, Italian fashion house Fendi generated interest in its home furnishing collection through a revamped Web site that features large images, video content and easy browsing capabilities.

Through the updated Casa site, consumers can watch a video overview, view a catalog of products, see interior design images and locate a showroom. Brands should aim to regularly revamp and update their Web presence to keep consumers interested and visiting the site ([see story](#)).

A multi-layered microsite allows for greater consumer immersion.

"The Bulgari site's job is to quickly get the audience immersed in a brand story with inspirational details, which this one does well," Ms. Hader said.

"The 'beauty' video, in particular, elevates and emotionalizes the feminine side of the brand," she said. "The advertising in print form can't tap in to that immediate intimacy."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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