

INTERNET

Dolce & Gabbana reaches fans naturally through sponsored content on The Cut

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Dolce & Gabbana sponsored pin on The Cut

By SARAH JONES

Italian fashion house Dolce & Gabbana partnered with New York magazine's blog The Cut on sponsored content for Mother's Day May 11.

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Luxury Daily

Dolce & Gabbana shared its favorite spots in Milan, New York and Los Angeles perfect for an outing with mom via dedicated paid Pinterest boards and Web site content. This sponsored content will help Dolce & Gabbana raise awareness among consumers in a number of markets.

"With luxury brands such as Dolce & Gabbana, their native advertising efforts usually focus on top-of-funnel activities like brand awareness," said Kunal Gupta, CEO of **Polar**, Toronto.

"Not only is there a content element, like the map you see on The Cut, but they include a social engagement piece which tracks how readers are sharing this content by liking, tweeting, pinning and commenting.

"They covet the audience which The Cut attracts and are in turn let that targeted audience promote their content, creating solid brand awareness."

Mr. Gupta is not affiliated with Dolce & Gabbana but agreed to comment as an industry expert.

Dolce & Gabbana did not respond by press deadline.

Tour guide

Dolce & Gabbana placed an ad within content on The Cut to generate traffic to its sponsored article.



4/20/14 at 9:10 PM | Social Fashion

Meet Mike the Ruler, 13-Year-Old Instagram Fashion Star

When he comes into stores like Supreme and Opening Ceremony he gets hugs from staff and sometimes goes home with hand-me-downs from their own closets.

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Treat Mom to "Dolce"

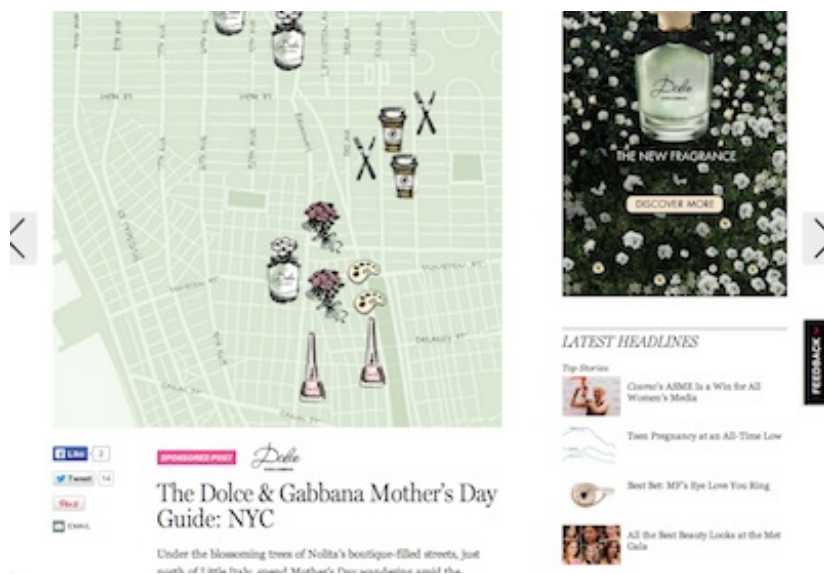
Discover the "Dolce" side of downtown on Mother's Day with nail art salons, lovely flower shops, and tiny brunch spots filled with character.



Dolce & Gabbana ad on The Cut

The headline of the ad reads "Treat Mom to Dolce," and invites consumers to "discover the Dolce side of downtown." Next to the copy is an image of a Dolce fragrance bottle.

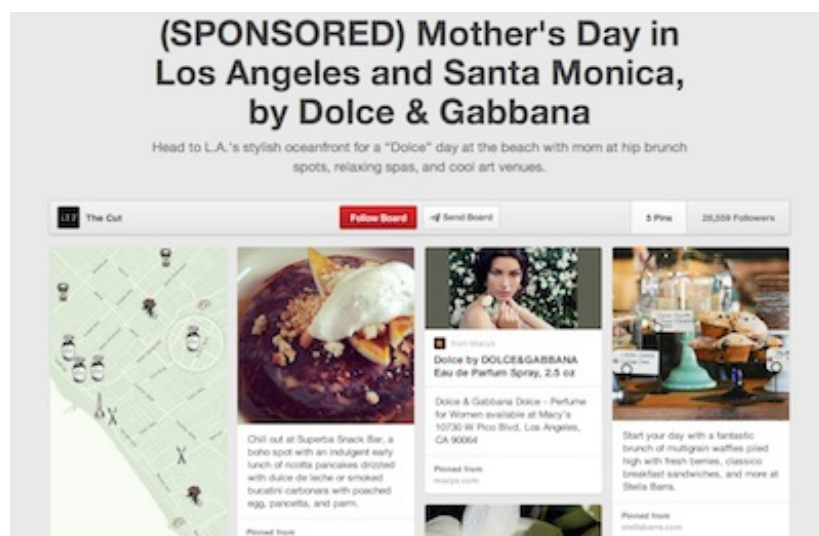
On the click-through consumers are taken to a sponsored post on a page with Dolce fragrance ads in both the banner and side positions.



Sponsored post from Dolce & Gabbana on The Cut

An interactive map of downtown Manhattan shows icons depicting Dolce bottles where consumers can go to purchase the fragrance, including Sephora and Macy's. Coffee shops, nail salons, art exhibits, restaurants and florists are also plotted on the map. Consumers can click through on the icons to be redirected to the hot spot's Web site.

On Facebook The Cut shared its Los Angeles map, with a link to the dedicated Pinterest board for the feature.



Sponsored Pinterest board by Dolce & Gabbana

The board is clearly marked sponsored, with a note that it is by Dolce & Gabbana.

A map of Los Angeles Mother's Day ideas is the first pin, using the same icons as the New York feature. If consumers click on the map, they are taken to The Cut's Web site to view the article about the Los Angeles guide.

The Pinterest board gives the opportunity to show more images of each of the locations, depicting art from a museum or the ambiance at a restaurant.

Dolce & Gabbana also have New York and Milan Pinterest boards.

Since around 28,500 consumers follow all of The Cut's boards automatically, Dolce &

Gabbana were given a built-in audience.

"The piece itself is incredibly engaging," Mr. Gupta said. "It blends with The Cuts trademark artistic style and provides useful suggestions for a truly 'New York' Mother's Day, all while clearly marking the post as sponsored.

"The execution is deceptively simple in that it lets a reader interact with the content right away."

Native content

As brands turn more to native content rather than other forms of online advertising, the collaborative process between the brand and publisher is the most important piece of the puzzle, according to a panel April 23 at iProspect's Client Summit.

For luxury brands, native content offers an opportunity to speak to consumers and tell their story, with the possibility of the media going viral. When choosing to enter into these partnerships, it is important for brands to choose publications that fit their brand image and truly understand their positioning so the content production is seamless ([see story](#)).

New York-based luxury retailers celebrated having the Super Bowl in their hometown for the first time with football-inspired events of their own.

Bergdorf Goodman collaborated with New York tastemakers on a Pinterest board showing Super Bowl attendees from out of town where to dine and shop, and what to wear to keep warm stylishly. The retailer included in-town insights from the Mandarin Oriental and the Four Seasons New York, among others ([see story](#)).

This type of content allows a brand to position itself as a knowledgeable source in areas outside of their sector.

"Brands would do well to follow Dolce & Gabbana's lead on this Mother's Day piece," Mr. Gupta said. "Clearly letting readers know it's a sponsored post, producing relevant timely content and identifying a vertical whose editorial values align with your audience's all go a long way in implementing a successful native advertising campaign.

"Choosing the correct publisher can be the most important step," he said. "In turn, that publisher will provide the relevant social outlets with which to share the content and the readers that appreciate it."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/YJ2GhygrWS8](https://www.youtube.com/embed/YJ2GhygrWS8)