



OOH Case Study

Bvlgari

Problem

How can Bvlgari build market share with US consumers?

Solution

By seamlessly integrating technology and out of home for an immersive experience.

Background

Bvlgari's goal in 2019 was to accelerate sales in North America to ultimately increase market share. They wanted to present the brand to consumers as cool, vibrant, desirable, and accessible. The B.Zero1 collection is geared towards daring, disruptive, visionary individuals, and Bvlgari wanted to offer an experience for US consumers to learn about this iconic collection through a key activation.



Objective

The ultimate goal of the plan was to have consumers experience the B.Zero1 collection and to have them “virtually” try on the products and experience the brand in an immersive way using virtual reality. Additionally, Bvlgari wanted to strengthen the collection's reputation as a Design Icon, while attracting and recruiting a new, younger, design-driven consumer base.

Strategy

The heart and soul of the campaign was the 3,400 sf B.Zero1 Labyrinth installation, an immersive experience celebrating the 20th anniversary of the collection and its iconic design. The installation was organized into five chapters celebrating the B.Zero1 legacy. Attendees had a deeply immersive experience while traveling throughout the Labyrinth, including in the Central Room where an interactive VR showcase allowed guests to step inside the world of B.Zero1 and journey through Rome and the creation of the collection's Design Legend Ring. At the end of the Labyrinth was a curated showroom where product specialists were available to answer questions and offer private try-on sessions with the opportunity to purchase the latest pieces in the collection. In order to support the installation, spots were purchased on the Westfield digital network at the Oculus, exposing shoppers, and subway or PATH train commuters to the campaign. Hyper-targeted kiosk screens located throughout Manhattan were also added in order to further promote the installation; screens targeted the Bvlgari midtown store from Madison Avenue to Columbus Circle.

Plan Details

Markets: New York City

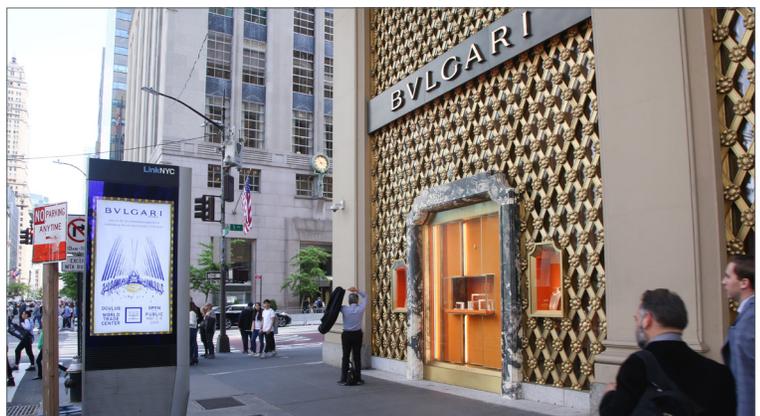
Flight Dates: May 1, 2019 - May 8, 2019

OOH Formats Used: Digital mall network, LinkNYC digital kiosks

Target Audience: High Net Worth Individuals

Results

- Over the seven days that the activation ran, 4,462 attendees went through the Labyrinth, and 360 completed the VR experience.
- The agency also tracked over 35,000 mobile devices in the immediate area, with an average dwell time of 12 minutes.



- Bvlgari sold over \$15k worth of B.Zero1 pieces from the 20th Anniversary collection at the activation site.
- Several luxury, fashion, and culture magazines featured the activation online (Inc., WWD, Luxury Daily, V Magazine, Flaunt Magazine, and Little Black Book), with organic Instagram posts generating thousands of likes per post. WWD (fashion): [Link 1](#) Luxury Daily (fashion): [Link 2](#) Little Black Book: [Link 3](#) V Magazine: [Link 4](#).
- Trades including MediaPost and Event Marketer Magazine also acknowledged the installation. Event Marketer / Instagram (experiential): [Link 5](#)

