

# BVLGARI



## FERRARI

TRENTO 1902

Digital Fashion Marketing  
Digital Fashion Marketing Report  
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“I, Laura Lorenzini, certify that this is an original piece of work. I have acknowledged all sources and citations appropriately. No section of this essay has been plagiarised. I confirm that the work submitted is my own. I have used AI tools solely to refine the language and clarity of the interview transcripts, without altering their content or meaning.”

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# BVLGARI

Bulgari, the iconic luxury fashion brand known for its elegant craftsmanship and vibrant use of color has sculpted a unique position at the intersection between lifestyle, fashion and jewellery (Bulgari, 2023). While deeply established in Italian heritage, Bvlgari keeps expanding its influence in the global luxury market through digital storytelling, innovation, and an engaging brand experience across e-commerce and social platforms.

Bulgari's recent campaigns, such as the "Magnifica" high jewellery connection (Image 3) and its digital first product published, by combining cinematic videos, influencer led marketing and behind the scenes narratives, Bulgari encourages its audience into the world behind each collection, strengthening an emotional connection through user interactions thanks to polls, hashtags, and shareable digital experiences.



Image 2: Bvlgari ad on Magnifica's jewelry collection. [Bvlgari]



Image 3: Bvlgari ad on Magnifica's jewelry collection. [Bvlgari]

# FERRARI

TRENTO

Ferrari Trento, Italy’s well known wine brand, is globally recognised for its excellence in craftsmanship, its heritage, and the alignment with luxury lifestyle experiences (Ferrari Trento, 2023). Known not only for producing high quality Trentodoc wines, but also through their marketing strategy, embracing digital transformation to extend its reach in both international and domestic markets.

The brand has influenced social media platforms, mostly through its partnership as the official wine of Formula 1, to make immersive value driven experiences that go beyond the product itself (Image 5). Thanks to live streamed events, behind the scenes contents, and digital tastings, Ferrari Trento interconnects with the audience, in an experiential and emotional way. This digital strategy shows a deep understanding of global consumer behaviour, while still meeting ethical criterions in influencer marketing and compliant data collection practices. By merging luxury branding with digital storytelling, Ferrari Trento successfully blends innovation and tradition, making wine admiration both accessible and aspirational to the new generations of consumers..

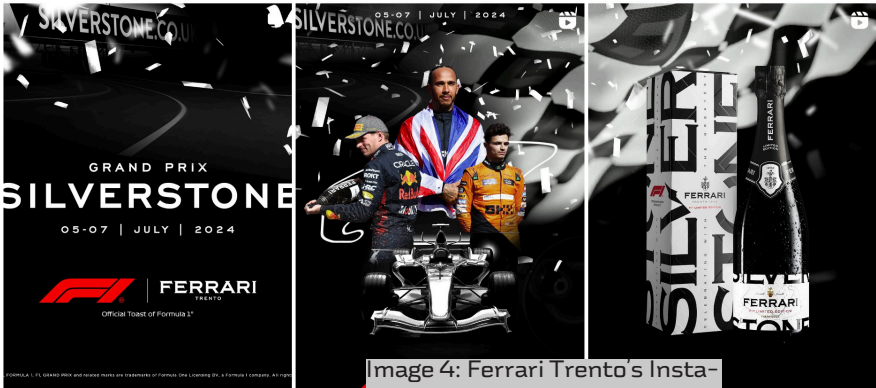


Image 4: Ferrari Trento's Instagram showing their collaboration with Formlua 1 (Instagram, 2025)



Image 5: Ferrari Trento's collaboration with Formlua 1 (Instagram, 2025)

# BVLGARI

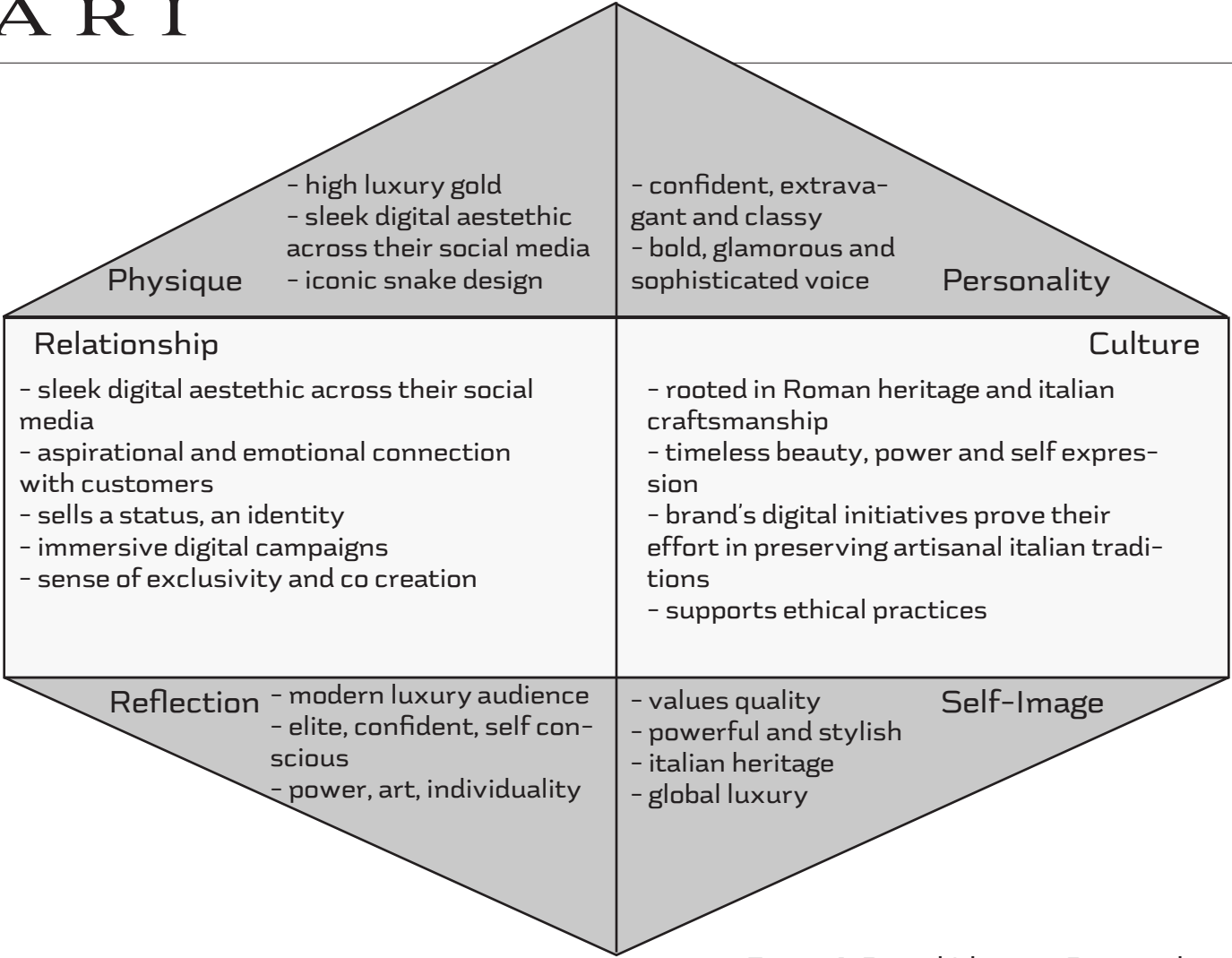


Figure 1: Brand Identity Prism adapted to Bvlgari, 2025



# FERRARI

TRENTO

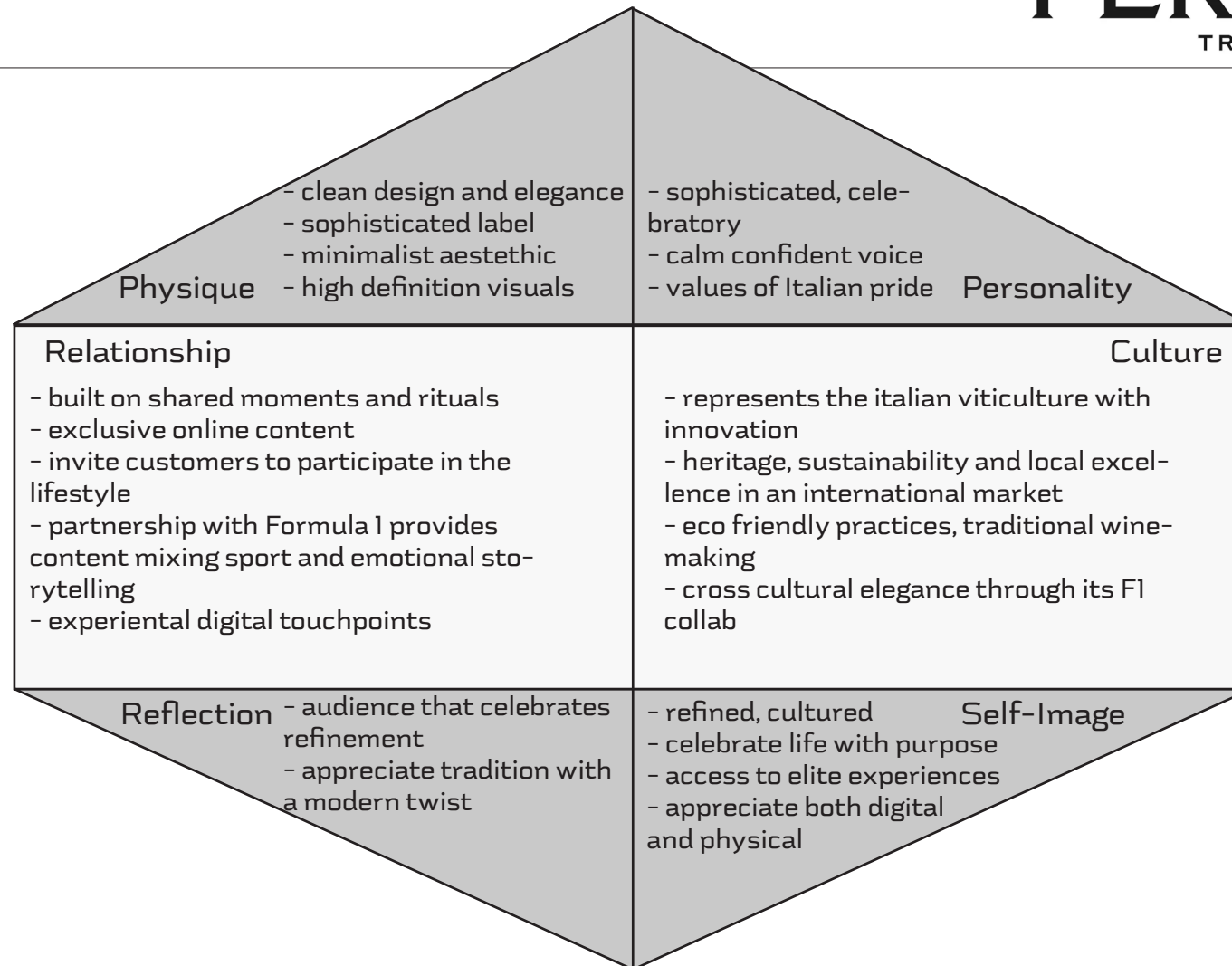


Figure 2: Brand Identity Prism adapted to Ferrari Trento, 2025

## THE COLLABORATION

### PRODUCT

- Limited edition Ferrari Trento sparkling wine bottle, embellished with Bvlgari's logo and iconic Serpenti design (figure 6).
- The product is launched with a digital authentication certificate (blockchain) to engage a digitally smart luxury audience (international and domestic).
- The product is eco responsible, meeting the sustainable development goal 12: responsible consumption and production, responding the ethical customers expectations
- Offers a symbolic value and an experience more than a product ownership, strengthening the emotional engagement both online and offline

### PLACE

- Selective omnichannel distribution through Physical (Bvlgari boutiques, hotels, ferrari trento private events)
- Digital (Ferrari Trento ecommerce, special micro site with augmented digital experience (luxury focus and ethical cookie usage).
- international expansion, targeted towards Milan, Monaco, Paris, Dubai and London
- changing the digital marketing based on regional preferences (chinese platforms or european)
- Interactive product discovery online, making it the same as the in store experience



Image 6: Product collaboration idea

### PRICE

- Premium pricing strategy (£450 per unit), positioning the product as an exclusive collector's item.
- Pricing supports the brand equity protection, keeping up with the luxury market standards above the world.
- The product has a strong transparency in pricing communication (ethical marketing), disclosing the materials, production process and their limited availability,
- Price shows rarity, sustainability commitment, and craftsmanship, important for the target high net worth customers across global markets

### PROMOTION

- Digital first strategy: an immersive storytelling between Instagram, Tiktok and luxury ecommerce platform with an interest in wine
- Influencer collaborations with a strong sustainability reputation
- Avoiding greenwashing by communicating sustainability through reports and credible certifications
- Physical activations (at Bvlgari hotels or events), boosted from real time social media campaigns
- Luxury CRM systems (customer relationship management) used to personalize communication based on user data insight



BVLGARI

SWOT ANALYSIS

Figure 3: Swot Analysis adapted to the digital marketing collaboration, 2025

<p><b>STRENGTH</b></p> <ul style="list-style-type: none"><li>- According to Ferrari Trento's and Bulgari's official websites, both brands share an heritage of italian craftsmanship, excellence and prestige, creating strong storytelling opportunities across digital platforms</li><li>- High emotional connection: the collaboration product (Prosecco bottle with the Bulgari Serpenti design, shows a symbolic luxury that aligns with exclusivity and self image. [Bain &amp; Company "Luxury Goods Worldwide Market Study", 2024]</li><li>- Strong digital presence: According to the Vogue Business, 2023 both Bulgari and Ferrari Trento already have a strong digital experience through their medias, enabling progressive omni channel campaigns</li><li>- Strong sustainability commitment, with a collaboration following the 12th sustainable development goal, aligning with ethical marketing rules</li></ul>	<p><b>WEAKNESS</b></p> <ul style="list-style-type: none"><li>- According to McKinsey's The Future of luxury, 2023, the product's premium pricing may limit accessibility to customers and may reduce potential engagement rates on a broader demographic.</li><li>- Working within the alcohol marketing sector has severe regulations [e.g. age restrictions, GDPR data compliance] [European Alcohol Policy Alliance [Eurocare], "Marketing of Alcoholic Beverages" 2023]</li><li>- Ultra high net worth individuals are a niche competitive market segment, that requires extremely precise targeting and content personalisation</li><li>- As a collector's item, it risks to be a one off purchase rather than a strong ongoing customer relationship, unless community or loyalty strategies are embedded. [McKinsey's The Future of luxury, 2023]</li></ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>- Offering digital extensions such as NFT, VR vineyard tours or virtual unboxing strengthen the luxury experience, broadening the digital engagement. [Luxury and Digital Transformation, 2023]</li><li>- Strong opportunity to show their ethical production, by meeting the rising consumer demand for conscious luxury, aligning with the 12th sustainable development goal</li><li>- According to Positive Luxury Report 2024, Ethical use of CRM systems and first party data enables highly personalised digital customer journeys</li><li>- Future potential to collaborate with jewelry, fine art or gastronomy sectors for an extensive marketing ecosystem through partnerships.</li></ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"><li>- According to an article of Business of Fashion ["The Battle for the Luxury Consumer", 2023] there is a high competition coming from established luxury collaborations between similar brands [e.g. Dom Pérignon x Lady Gaga], diluting the novelty of the product.</li><li>- There might be a risk of accusation of greenwashing from pressure groups if the sustainability report isn't transparent or giving enough information.</li><li>- Luxury communication must be carefully shaped to different cultural perceptions of luxury and alcohol in international markets. [Statista "Global Alcohol Consumption Trends", 2024]</li><li>- Global economic instability could reduce spending, even among wealthy customers, impacting the return on investment (ROI).</li></ul>

SWOT ANALYSIS

## BVLGARI

## PESTLE ANALYSIS

## POLITICAL

- Marketing alcoholic products [Ferrari Trento] have restricted international rules, requiring strict adherence to different legal age restrictions around the world, [Europe, UAE, USA] affecting digital ad targeting strategies. [International Alliance for Responsible Drinking, "Global Alcohol Marketing Regulations" 2024]
- Positive trade policies between luxury importing countries and Italy [EU single market] make a smooth international shipping process and promotional campaigns [European Commission "EU Free Trade Agreements", 2023]
- According to the European Commission article there are high import taxes on alcohol duties, impacting pricing strategies in some international luxury markets.

## ECONOMICAL

- Despite recent economic falls, the luxury sector remains popular, especially among high net worth individuals, making the collaboration possible for success. [Bain & Company "Luxury Goods Worldwide Market Study", 2024]
- According to the article Consumers are increasingly valuing experience over material possessions, supporting campaigns focusing on limited editions, exclusivity and storytelling. [Bain & Company "Luxury Goods Worldwide Market Study", 2024]

## SOCIAL

- According to an article from WHO "Alcohol and Public Health, 2024", in some regions [Middle East, part of Asia] alcohol might result as offensive, impacting international digital marketing and audience segmentation.
- New generations of wealthy customers expect a certain level of transparency and brand heritage to be central to digital narratives [McKinsey "True Luxury Global Consumer Insight Survey", 2024]
- There is a growing social pressure regarding sustainability, forcing brands to demonstrate their eco-ethical production practices, the collaboration's messaging must reflect the authentic responsibility.

## TECHNOLOGICAL

- Strong data driven marketing, through advanced CRM [customer relationship management] and AI driven personalisation, essential for communicating with customers digitally. [Deloitte Insights "The Tech-Driven Luxury Experience", 2024]
- The integration of VR [e.g. virtual vineyard tours] and NFTs for authentication of collector's editions can strengthen digital storytelling.

## LAW

- Different countries have specific rules regarding alcohol promotion, which should be carefully noticed. [International Alliance for Responsible Drinking, 2024]
- According to the European Union GDPR Portal, protecting an exclusive product design through a patent or a trademark is important across international markets to prevent counterfeiting.

## ENVIROMENTAL

- According to the Positive Luxury Report, 2024, sustainability certifications for wine production [hypothetically given by Ferrari Trento] and responsible sourcing for Bulgari's adornment are increasingly requested by conscious consumers.
- Shipping limited edition bottles internationally needs a balance within luxury delivery experiences and minimising its environmental impact through a green logistic. [Business of Fashion Sustainability Index, 2023]

Figure 4: PESTLE Analysis adapted to the digital marketing collaboration, 2025

## PESTLE ANALYSIS

**FERRARI**  
 TRENTO

# MARKET COMPETITION

	BVLGARI	CARTIER	VAN CLEEF
PLATFORMS	<ul style="list-style-type: none"> <li>- Mostly active on Tiktok, Instagram and Facebook. Bvlgari uses these platforms to strengthen their brand heritage and showcase its products</li> </ul>	<ul style="list-style-type: none"> <li>- Cartier keep a strong presence on Instagram, focusing on high quality imagery and storytelling</li> </ul>	<ul style="list-style-type: none"> <li>- Van Cleef engages with customers on Tiktok and Instagram, by emphasizing craftsmanship and brand history</li> </ul>
CONTENT	<ul style="list-style-type: none"> <li>- Bvlgari focuses on high quality visuals, storytelling and celebrity marketing, strengthening its italian craftsmanship and heritage</li> </ul>	<ul style="list-style-type: none"> <li>- Uses elegant videos and imagery highlighting its traditions featuring royalty and iconic design</li> </ul>	<ul style="list-style-type: none"> <li>- Emphasizes poetic storytelling, displaying its particular designs and the inspiration behind those, usually with animated videos and detailed closeups</li> </ul>
ENGAGEMENT AND FREQUENCY	<ul style="list-style-type: none"> <li>- Posts quite a lot across its platforms, receiving high engagement through influencer partnerships, interactive campaigns and user generated content</li> </ul>	<ul style="list-style-type: none"> <li>- Has a precise posting schedule, focusing more on quality than quantity. Has a consistent engagement through highlighting its timeless pieces and introducing virtual events</li> </ul>	<ul style="list-style-type: none"> <li>- Increased engagement during seasonal campaigns, their posts are also sporadic, working well with connection releases and brand events</li> </ul>

Figure 4: Market Competition analysis adapted to the digital marketing collaboration, 2025

SEGMENTATION  
METHODOLOGY

- Segmentation: the collaboration focuses on a highly selective audience using a multi faceted segmentation approach, high net worth individuals aged 30-65, who are sophisticated connoisseurs valuing Italian heritage, exclusivity and craftsmanship. They live in international hubs such as Milan, Paris and Dubai. They appreciate experiential luxury and prefer limited edition collections, making decisions based on their own personal prestige
- Targeting: the campaign targets fashion collectors and ultra high net worth individuals. Digital platforms such as Tiktok, Instagram, and brand communities are chosen through strategies to engage audiences through aspirational social media posts and VIP experiences (e.g. Bvlgari's private members circles). Emphasis is placed on targeting customers emotionally, making sure there is an immediate appeal and a long term brand attachment with the customers.
- Positioning: the collaboration is positioned as a blend between the prestige of Ferrari Trento's wine heritage and Bvlgari's timeless Italian spirit. It is seen as a rare collector's item, exceeding as a luxury beverage through becoming a symbol of elite craftsmanship, lifestyle and art. This visual identity focuses on affluence, attention to details, and Roman aesthetic, offering a unique value proposition. Through targeted digital marketing the collaboration wants to create a social media trend within a niche audience, and solidify the brands' appeal between luxury tastemakers.




	DEMO- GRAPHICS	GEOGRAPH- ICAL	PSYCHO- GRAPHIC
	Age: 30-65 All Genders Income: High Net worth individuals	EU, UAE, USA (New york, Mi- ami), Japan	High net worth lifestyle, confi- dent, sensual and creative
	Age: 35-70 All Genders Income: Wealthy	France, UK, USA, UAE, Switzerland	Refined, senti- mental, wealthy lifestyle and prestige oriented
	Age: 40-75 Mostly Females Income: Wealthy	France (Paris), Switzerland, UAE, UK, USA (Beverly Hills, New York)	Affluent lifestyle, delicate, emo- tionally driven and elegant

Figure 5: Segmentation analysis adapted to the digital marketing collaboration, 2025

## TARGET PERSONAE

Name: Pietro Bianchi

Age: 47

Income: High-Net Worth Individual (€500k per year)

Location: Milan, Monaco, Dubai, London

Profession: Investment Banker at Morgan Stanley

### LIFESTYLE

- > Invests in rare wines, fine jewellery for his family, and watches
- > Interested in luxury brands hotels
- > Values Italian heritage, craftsmanship and limited edition items
- > Owns a wine cellar in his home stocked with Ferrari Trento & Dom Pérignon

### BEHAVIOURS TRAITS AND MOTIVATIONS

#### 1. Emotional Connection to Italian Heritage

- > Prefers brand with craftsmanships and long standing histories
- > Values the Made in Italy prestige as it connects with him and his family
- > Seeks exclusive products, that tells a story and hold long term value (e.g. vintage Ferraris, rare wines...)

#### 2. Values Discretion over Visibility

- > Avoids mass market luxury and rejects overrated brands
- > Prefers invitation-only events, personalised services and word of mouth recommendations
- > Mostly buys privately from personal shoppers, exclusive clubs, and luxury boutiques

#### 3. Invests in experiences not just products

- > Prefer spending more on a private Bulgari tasting dinner than on an Instagram-trending item
- > Owns wine cellars stocked with exclusive labels, seeking tailor made experiences
- > Attends Ferrari rally events and exclusive F1 Paddock Club suites

Image 5: Collaboration's target personae



### Where and How He spends Money

- > Luxury Cars: Ferrari, Porsche, Aston Martin
- > Fine jewelry and Watches: Bvlgari, Cartier, Rolex
- > Fine wines: Ferrari Trento, Ceretto, Chianti
- > Exclusive vacations: Monaco, Dubai, Cannes

### Possible Marketing Approach

- > VIP Experiences and Private Events
- Exclusive Tasting at Bulgari hotels, or exclusive members club

## QUALITATIVE PRIMARY RESEARCH

### INTERVIEW ONE

The first interview has shown a strong emotional resonance with the Ferrari Trento x Bvlgari collaboration, seen as an representation of masculine sophistication and Italian heritage. Pietro prioritizes exclusivity, rarity and a timeless design. He appreciates the partnership between the two brands, excerpting the snake motif as a possible collector's element, rather than a trend. His preference for private channels such as Whatsapp groups and private emails proves that traditional digital touch-points might not efficiently work with High Net Worth Individuals like him. He craves immersive storytelling through refined video content or elegant AR, not casual campaigns. The collaboration appeals to him as an asset, something with a long term emotional and cultural value.

### INTERVIEW TWO

Participant B approaches the collaboration from a deeply emotional and aesthetic lens. She sees the partnership as sculptural, with symbolic design and authentic storytelling being the main motivation of purchase. Her customer behaviour is driven by meaningful narration and ambiance rather than status. Her opposition to mass market social platforms and her preference for high end editorial content and exclusive invitations confirms the need for a curated and subtle digital communication. Her attention on craftsmanship and sustainability shows how a transparent ethical narrative is fundamental. The wine itself is less of a product and more of an experience that resonates through atmosphere and beauty.

Both interviews approve of a digital marketing strategy focused on cultural prestige, privacy and emotional storytelling. Their common rejection of mainstream digital ads accentuate the need for luxury oriented tactics and a niche audience, such as elegant storytelling via email and private Whatsapp invites. Limited edition scarcity and symbolism should be central to the strategy. Instagram stories may support visual storytelling, but should only be styled with elegance and restraint of a mass market. A successful campaign must communicate not just the product, but an intimate, Italian experience, made for connoisseurs who value legacy, rarity and emotional depth. .



DIGITAL MARKETING AUDIT

INSTAGRAM

CRITERIA	STRENGHT	WEAKNESS	SCORE OUT OF TEN
POST FREQUENCY	posts consistently [5-6 times a week], including stories and reels	very campaign focused, real time content and less organic	8
ENGAGING CONTENT	High quality visuals, immersive product drops and storytelling captions	Less user generated content, or behind the scenes/relatable content	7
QUALITY CONTENT	Editorial style image-ry, video storytelling and brand ambassa-dors	Might not feel as community centric or personal to younger audiences	9
NUMBER OF FOLLOWERS	Over 14 million fol-lowers, a very strong global presence	Lower engagement rate than competitors such as Cartier	9
DIGITAL COMMUNITY	Branded hashtags are well known, like #Bvl-gari High Jewelry used by fans	Limited peer to peer interaction, more broadcast oriented than collaborative	6

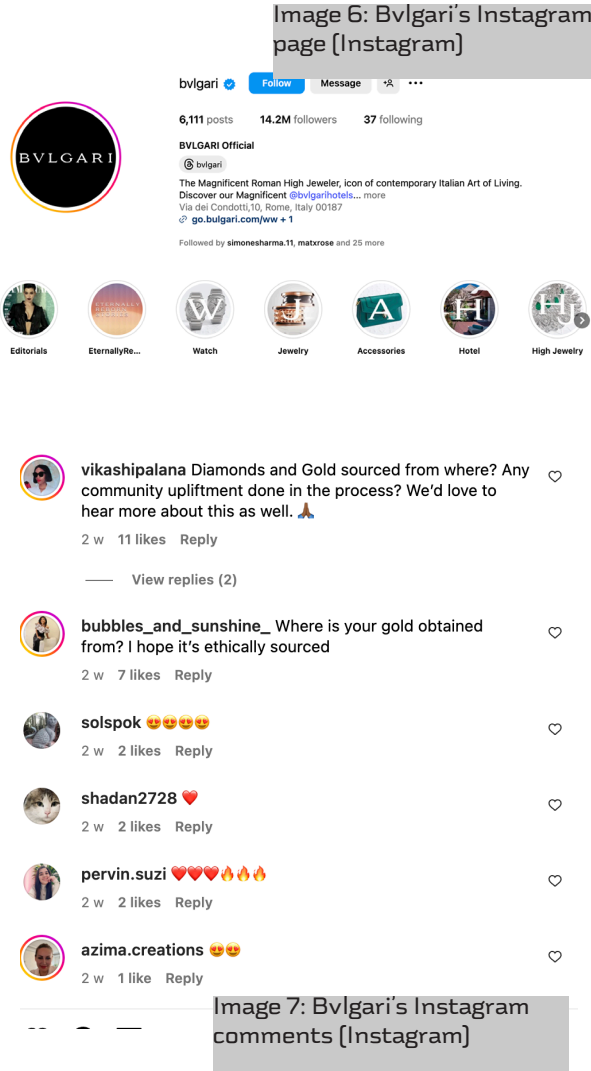


Figure 6: Bvlgari digital marketing audit, 2025

# DIGITAL MARKETING AUDIT

## WEBSITE

CRITERIA	STRENGTHS	WEAKNESSES	SCORE OUT OF TEN
HOMEPAGE LOADING SPEED	Optimized for mobile and desktop, generally load in less than two seconds	Can occasionally lag on mobile, especially in media heavy pages (e.g. campaign videos)	8
VISUAL ELEMENTS	Gorgeous, high resolution visuals reflecting luxury and aligning with its brand identity	Often heavy due to a strong use of visuals that can distract from the navigation	9
EASY TO NAVIGATE	Neat product organisation, clear menu and country selector	Sub navigation (especially for high jewellery) can result overwhelming	7
SEARCH AND FILTER OPTIONS	Advanced filtering (category, collection and price) and smart search suggestions	Some filters could be more user-friendly, especially for new visitors unfamiliar with terms	7

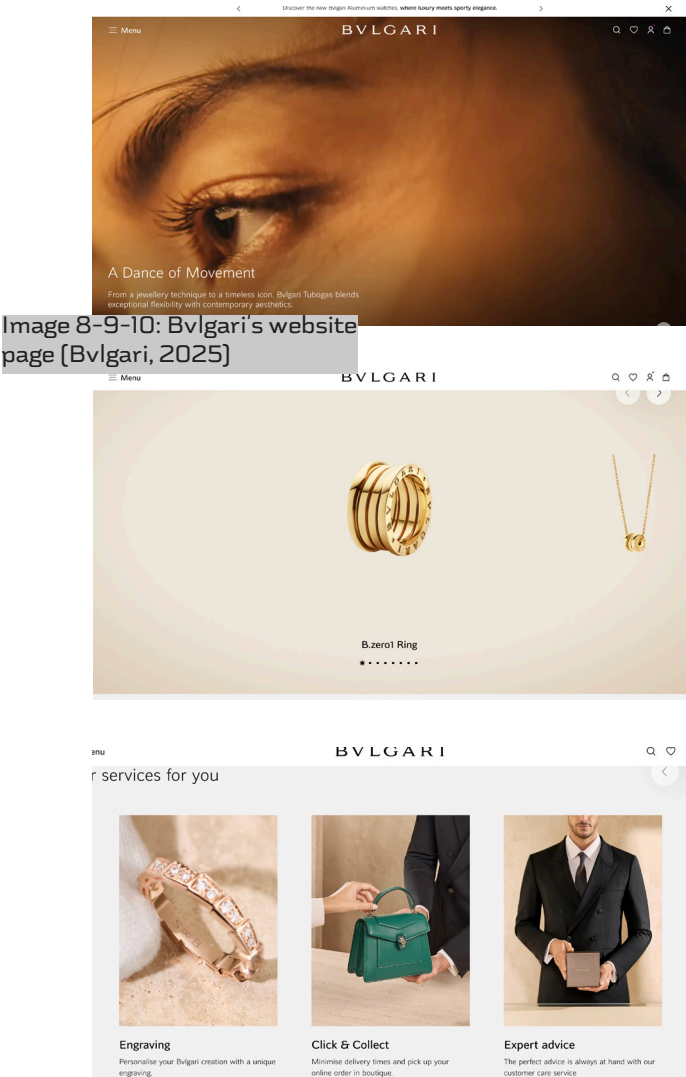


Image 8-9-10: Bvlgari's website page (Bvlgari, 2025)

Figure 7: Bvlgari digital marketing audit, 2025

MARKETING AIMS AND OBJECTIVE

COLLABORATION AIM	To position this marketing collaboration as the peak of Italian Luxury by merging immersive digital storytelling, heritage craftsmanship and sustainable values to engage with a new generation of high net worth individuals interested in wines across international luxury markets.
OBJECTIVES	Launch a multi platform digital campaign (Instagram, Youtube, and in a private Whatsapp club) reaching minimum 50.000 impressions within the first two weeks, using influencers and exclusive launch teasers
	Focus on the collaboration's alignment with sustainability, through meeting the requirements of the UN Sustainable Development Goals 12 (Responsible Consumption and Production), through highlighting the bottle's recyclable design, ethical sourcing, and limited production, aiming for 30% of customers to acknowledge sustainability as a reason for purchase in post-launch surveys.
	Create luxury digital experiences (e.g. NFT ownership certificate, AR labels..) to expand direct engagement and move the 15% online viewers into exclusive product waitlist sign ups.

COLLABORATION KPIS

- > Achieve a 40% open rate and 15% conversion rate on targeted email invitations, and private Whatsapp messages leading to event product reservations or RSVPs.
- > Ensure that there is a minimum of 30% customers interactions reflecting awareness of the campaign's sustainability message
- > Keep at least an engagement rate of 6% (shares, likes, comments and saves) on branded content highlighting on branded content focusing on the product collaboration.
- > Inspire creation of at least 100 pieces of user generated content (UGC) like reels, reviews, posts) using the campaign hashtag

# RACE FRAMEWORK

RACE	REACH	ACT	CONVERT	ENGAGE
GOAL	-> generate awareness between ultra premium clients with a strong fondness for luxury and italian craftsmanship.	-> encourage action through exclusive digital invitations to the wine tasting experience	-> change the interest into RSVPs and luxury experience engagement	-> keep a long term emotional connection post experience
TACTICS	-> Instagram stories teaser campaign, Email marketing and Whatsapp private groups	-> Private whatsapp group invitations, using CRM (customer relationship management) of past consumers, Interactive countdowns and pools on instagram stories for close friend lists, and emails teasing tasting locations	-> individuals RSVP invites linked through Whatsapp and Emails (password protected), digital personalized gifts sent post RSVP	-> Post event recap shared only with attendees via private link, Limited edition bottle reorder opportunity via Whatsapp, survey feedback with tailored reward (early access to next collab)

Figure 8: RACE Framework adapted to the marketing collaboration, 2025

## DIGITAL MARKETING TACTIC ONE



Image 11: Possible collaboration campaign [Author's own]



Image 12: Possible collaboration campaign [Author's own]

-> This digital marketing tactic uses Instagram Stories as an high impact awareness and engagement tool (Figure 13-14) within an exclusivity driven and premium campaign. The first story is a visual promo of the bottle, using a gradient of black and white to hint the mystery of the collaboration, giving the details of the gold Bvlgari snake, with a luxury oriented copyline, connecting emotionally with Ferrari Trento's loyal audience. This sensory led narrative gets into the customers desire for prestige and tradition without revealing too much, strengthening the brand's cryptic energy. On the other hand, the second slide introduces a countdown sticker creating urgency and anticipation of a possible project, prompting interaction while keeping an elevated and luxurious tone. This tactic engages the niche qualified audience segment, through luxury ideas rather than an apparent call to action. This complements the broader experiential campaign by extending the story digitally, and keeping the exclusivity, by doing so, it supports a cross channel brand consistency and meets high net worth consumers, as they keep engaging visually.

## DIGITAL MARKETING TACTIC TWO

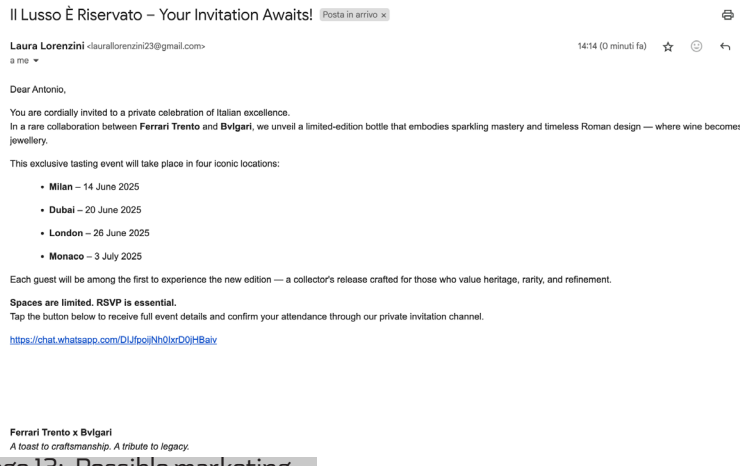
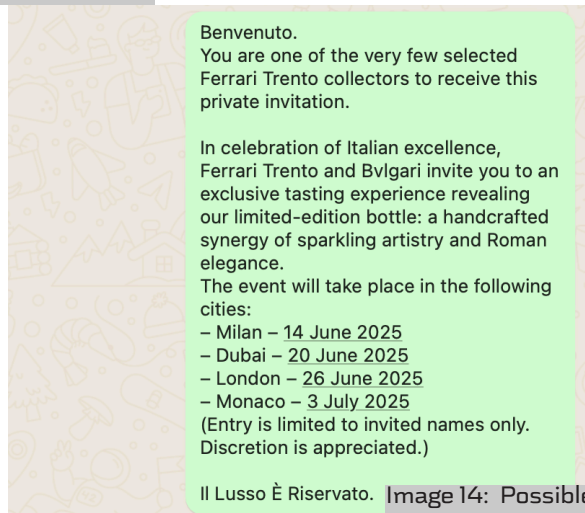


Image 13: Possible marketing communication [Author's own]



Il Lusso È Riservato.

Image 14: Possible marketing communication [Author's own]

-> This second digital marketing strategy helps with relationship marketing and exclusive experiential targeting, through the direct communication channels (figure 15-16). These tactics focus on CRM based segmentation, aiming to the high net worth customers with a strong interest in luxury goods and fine wine. Email marketing acts as the initial touchpoint, designed to strengthen emotional engagement through fascinating storytelling, inspirational images and a call to action leading to the private group. The use of event specific's CTAs maximises urgency and relevance, while keeping the brand tone consistency across international markets. Contrarily, the Whatsapp group works as a high conversion channel for retention marketing and peer to peer interaction, providing a sense of digital exclusivity and real time updates. This form of marketing strengthens brand intimacy and enhances micro community building. Both strategies are ethically aligned and respect data privacy while gaining consumer trust.



## CAMPAIGN MEASUREMENT

### METRIC

Conversion Rate -> tracks how many recipients of email and Whatsapp invitations RSVP or signed up for the exclusive product waitlist. This shows whether personalised messaging is successful in getting a 15% conversion KPI and helping optimise future private digital launches.

Sustainability Recall Rate -> this metric is calculated through post campaign surveys and interaction monitoring, noticing the percentage of customers who see sustainability as a key purchase motivator. It works with the campaign's aim to align with SDG 12 and ensures a minimum of 30% of digital touchpoints reflecting environmental awareness

User Generated Content (UGC) volume -> tracking UGC, such as unboxings, AR content, reels or reviews, using the campaign hashtag grants analysis of luxury appeal and emotional brand connection. A minimum of 100 high quality UGC posts shows a strong engagement and community participation, supporting prestige and long term brand loyalty.

# ANSOFF MATRIX



The marketing collaboration between Ferrari Trento and Bvlgari is positioned into market penetration in the Ansoff Matrix, as it influences existing products to reach high end customers through improved experiential campaigns and exclusive events. By using platforms like Instagram and exclusive e-commerce media, both brands aspire to deepen relationships with their established market. This approach demonstrates how lifestyle and fashion companies can correct digital and social media by increasing visibility and brand loyalty, while adhering to sustainable practices and ethical regulations. The strategy shows a clear understanding of consumer behaviour and the opportunities of digital marketing in the luxury sector.

Figure 9: Ansoff Matrix adapted to the marketing collaboration, 2025

## CONCLUSION AND RECOMMENDATIONS

### RECOMMENDATIONS

Overall, this collaboration successfully mixes an exclusive digital marketing strategy, including private Whatsapp groups and targeted email campaigns, to reach a niche luxury audience. It works well with customer preferences collected through qualitative research and advocate Italian excellence through experiential branding. Besides its innovation, there are some recommendations to make the marketing strategy enhance its long term success and alignment with sustainable luxury marketing

-> Customer Loyalty Strategy: While the collaboration is shown as a one time limited edition release, adding a loyalty strategy post event may increase the customer lifetime value.

This can be achieved by inviting customers to future private tastings, inaugurating a collector's club, of offering early access to future collaborations, resulting in building a strong brand community

-> Strengthen storytelling via Instagram: even though the campaign focuses on attentive channels, Instagram can still work as a curated storytelling tool through limited story highlights, reels, or teaser content shared by invited guests or brand ambassadors.

This approach keeps exclusivity while increasing emotional engagement and campaign reach through aesthetic driven content

-> Sustainability Transparency

Considering the luxury market's growing issues on ethics, the collaboration could communicate its commitment to sustainable sourcing, recyclable packaging and limited production through its digital platforms.

This concept would help support SDG n.12 [Responsible Consumption and Production] and add value to the product narrative.

### CONCLUSION

The collaboration between Bulgari and Ferrari Trento shows a refined fusion of luxury innovation, Italian heritage, and digital first strategy. By improving a private digital space, customer insights and immersive content, the campaign shows a distinct understanding of how to engage wealthy audiences in the modern luxury landscape. Overall, this campaign sets a reference point for future luxury partnership, where traditions and value meet technology to scheme meaningful customer experiences.

# APPENDIX

## INTERVIEW 1:

-> Note: This interview was originally conducted in Italian and has been translated into English for clarity and accessibility.

### Interview Transcript

IN: When you hear "Ferrari Trento x Bulgari," what is your first impression of the collaboration?

A: It sounds like a celebration of Italian excellence. Two icons coming together—refined, symbolic, and truly premium.

IN: Does this collaboration feel authentic or forced to you? Why?

A: Authentic. Both brands embody heritage and craftsmanship. It doesn't feel like a marketing gimmick but a meeting of values.

IN: What kind of product would you expect from a partnership between a luxury jeweller and a wine brand?

A: Something collectible. A bottle that feels like a design object. Maybe something I'd display rather than drink right away.

IN: Would a limited-edition bottle of Ferrari Trento with Bulgari's snake motif appeal to you? Why or why not?

A: Absolutely. The snake has meaning, transformation, prestige. It's more than decoration; it tells a story.

IN: Would the design or storytelling behind the product influence your decision to purchase it?

A: Yes. I don't buy products; I buy emotion, narrative, value. If the story is compelling, I'm interested.

IN: What platforms would you expect this collaboration to be promoted on?

A: Not mainstream. Maybe Instagram, but through curated content. Mostly through private mailing lists, boutique events, or by personal invitation.

IN: Would you engage with interactive or immersive content (e.g., virtual unboxing, AR storytelling) about the collaboration?

A: If it's well done, yes. It adds to the experience, especially if I can explore the craftsmanship digitally.

IN: What price range would feel appropriate to you for this collaboration?

A: I'd expect around €500–€900 depending on packaging and scarcity. It should be priced to reflect its exclusivity.

IN: How important is it to you that such a collaboration has a clear sustainability or ethical angle (e.g., limited production, local sourcing)?

A: It's essential. I value quality over quantity, and I appreciate when brands show responsibility, especially in limited releases.

IN: Would you be more likely to buy this collaboration for yourself or as a gift? And for what kind of occasion?

A: As a gift, perhaps for a wedding, an art auction host, or a significant anniversary. It's a meaningful gesture.

IN: Do you usually respond to luxury collaborations on social media, or do you prefer more discreet channels like private events or emails?

A: Definitely discrete channels. I don't respond to ads; I respond to personal connections, bespoke invites, personal shoppers, curated experiences.

IN: If invited to an exclusive Ferrari Trento x Bulgari tasting experience, what would you expect in terms of service and atmosphere?

A: High-level service. Something intimate, ambient lighting, classical music. A sommelier guiding the tasting. Perhaps an art installation or live craftsmanship.

IN: What would make this collaboration memorable to you, beyond just the product itself?

A: The experience. Being made to feel part of something, limited access, meaningful interaction, a keepsake. The memory should last longer than the wine.

## INTERVIEW 2:

-> Note: This interview was originally conducted in Italian and has been translated into English for clarity and accessibility.

Interview Transcript

IN: When you hear "Ferrari Trento x Bulgari," what is your first impression of the collaboration?

B: It immediately feels luxurious. I think of two icons of Italian beauty coming together: elegance in the glass, and elegance in design. It feels refined, not commercial.

IN: Does this collaboration feel authentic or forced to you? Why?

B: Authentic. Both brands have roots in tradition and Italian craftsmanship. They speak the same language of heritage, attention to detail, and excellence.

IN: What kind of product would you expect from a partnership between a luxury jeweller and a wine brand?

B: Something sculptural. A bottle that looks like a jewel itself. I'd expect it to be more than just wine — a collector's item with emotion behind it.

IN: Would a limited-edition bottle of Ferrari Trento with Bulgari's snake motif appeal to you? Why or why not?

B: Yes, especially because the snake has deep symbolism. It's mysterious, feminine, and powerful. I'd display the bottle, even empty.

IN: Would the design or storytelling behind the product influence your decision to purchase it?

B: Absolutely. I don't buy for status, I buy when something makes me feel something. The story, the meaning, that's what touches me.

IN: What platforms would you expect this collaboration to be promoted on?

B: Instagram, for the visuals. But also more refined platforms

IN: Would you engage with interactive or immersive content (e.g., virtual unboxing, AR storytelling) about the collaboration?

B: Maybe through a private link. I like digital content if it's elegant and quiet. A video with soft music, close-ups of the bottle, and craftsmanship.

IN: What price range would feel appropriate to you for this collaboration?

B: Somewhere between €250 to €400. It needs to feel like an indulgence, but still something I'd open for a special moment.

IN: How important is it to you that such a collaboration has a clear sustainability or ethical angle (e.g., limited production, local sourcing)?

B: Very. I'm tired of overproduction. I would only buy it if I knew it was made thoughtfully — small batches, Italian grapes, maybe even artisan glass.

IN: Would you be more likely to buy this collaboration for yourself or as a gift? And for what kind of occasion?

B: As a gift, for a close friend's anniversary or a wedding. Something meaningful. But I'd also keep one for my cellar.

IN: Do you usually respond to luxury collaborations on social media, or do you prefer more discreet channels like private events or emails?

B: Private invitations. I buy based on personal relationships, not from ads. If it came to me through a trusted email or sommelier, I'd pay attention.

IN: If invited to an exclusive Ferrari Trento x Bulgari tasting experience, what would you expect in terms of service and atmosphere?

B: Warmth and storytelling. A calm, beautiful setting. Maybe a villa or historic courtyard. I'd like to speak with the people behind the collaboration.

IN: What would make this collaboration memorable to you, beyond just the product itself?

B: The feeling. If I left the event with a memory of beauty, conversation, good wine. I'd cherish the bottle not just for what's inside, but what it represents.

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