

# DOLCE & GABBANA

## *The Devotion Bag Campaign*



Shahinaz Abaza  
Benjamin Caman  
Sushmita Debnath  
Federica Talanga  
Arianna Vangeli  
Chiara Villani  
Natalie Wischkowski

# EVENT INFORMATIONS



## THE CONCEPT BEHIND “DEVOTION”

Devotion is a core value which Domenico Dolce and Stefano Gabbana think should be symbolized in the form of a bag. They themselves are devoted to southern Italian traditions, style, hard work, detail, innovation, Catholic symbolism, craftsmanship and creativity. They are devoted, most of all, to fashion, their greatest love and inspiration.

Dolce & Gabbana created a new line of bags and called it the Devotion Bag, a reminder of their passion to the Italian tradition, through symbols related to the Catholic idea of Christianity, by use of embellished and ordained hearts.



***“Devotion is passion, care and attention. Its transformative, inspirational, catching. It’s everlasting.”***

**CONCEPT:** Devotion as an ideal, symbolized through the bag.

**MISSION:** Everyone should be devoted to something. Let Dolce & Gabbana’s Devotion bag be a symbol of their passion to show that the wearer themselves, are too indeed, devoted to something.

**AIM:** Inspire positive emotions, create a strong desire to own the bag, increase brand awareness, make a strong impression in the fashion community.



# COMMUNICATION CAMPAIGN

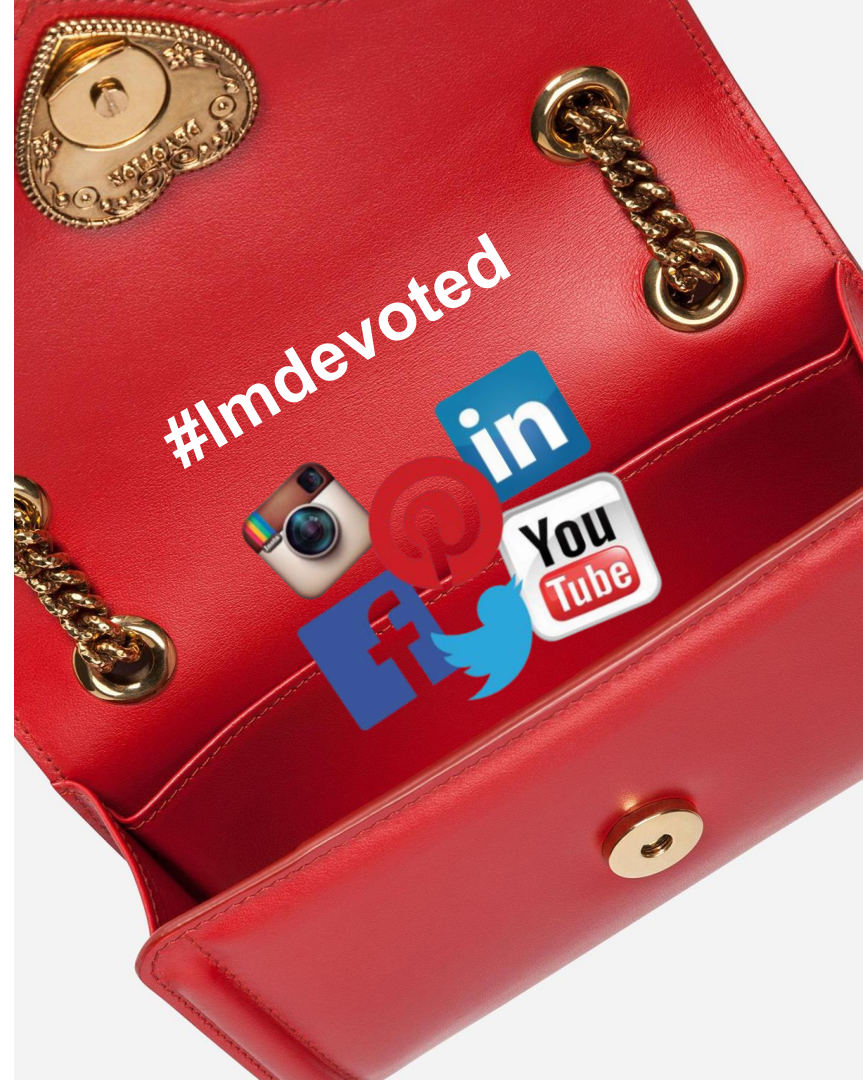
## CHANNELS:

Youtube, Instagram, Facebook, Twitter

## WHAT?

Interviews (45-60 sec.) and displays (10-30 sec.) related to the topic of what people are devoted too. Short shows of abilities, talents, and passions on instagram that show devotion while hashtagging.

**#Imdevoted**



# SOCIAL MEDIA COMMUNICATION



An advertisement of the event



Store window decorations with the shape of the bag



Influencers will be posting information about the event using the hashtag **#Imdevoted**



Videos and photos on the days before the event, by showing just some details of the event, in order to create suspense and curiosity



Interactive Tweets from the guest invitees



Short promo for the event details

# COMMUNICATION CAMPAIGN CONTD.

## WHO?

**GENERAL PUBLIC:** They will give short testimonials and creative demonstrations of what they are devoted too. A select few, in diverse categories, “hashtagged” the most will be able to participate in the event in some way.

**CELEBRITIES:** They will also provide short testimonials but minus creative demonstrations. Videos will be shot and edited in creative ways

DG & Fashion, Blogger, influencer, celebrities, general public:

- Mario Testino (photographer)
- Rachel Zoe (stylist)
- Matthew Mcconaughey (actor)
- Rihanna (singer)
- Monica Bellucci (actress)





# THE FINAL EVENT

## MOODBOARD



Torre La Cerniola



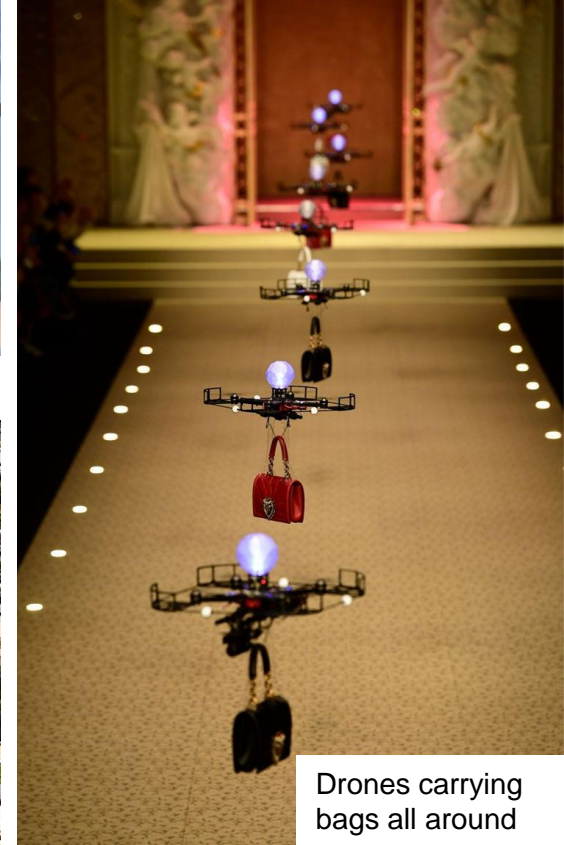
Aperitif



Fireworks show



Landscape: Amalfi Coast



Drones carrying bags all around

# EVENT INFORMATIONS

**DATE:** June 3rd, Sunday (evening before the actual launch of the bag)

**LOCATION:** Amalfi Coast, Torre La Cerniola

**INVITATION:** thanks to the collaboration with Cioccolato di Modica, the invitations will be a chocolate bar contained in a package with the shape of a little D&G Devotion Bag.

**CONCEPT:** the event will takes place on the outside of the location, with a view on the beautiful Amalfi Coast. There will be an aperitif where guests can admire the bags carrying around by the drones, as a relation to the fashion show. The guests will be also gifted with personalized pendant in form of the devotion bag, that the drones will deliver to their place at the table. At the end of the aperitif there will be a firework show and than will start the Dj-set party.

**GUESTS:** 50 → Rihanna special guest + Most influential celebrities, influencers and fashion bloggers



# LOCATION

THE FINAL EVENT WILL TAKE PLACE AT THE AMALFI COAST IN THE TORRE LA CERNIOLA.



# INVITATIONS

- Collaboration with Sicilian chocolate brand “Cioccolato di Modica”
- (Paper)-box in shape of the new D&G Devotion bag
- Special and unique edition of chocolate
  - Relation to the origin of D&G “Storytelling”
  - Special effect and uniqueness
  - Creation of emotion and feelings
  - Devotion to chocolate #Imdevoted



**LABEL OF THE  
CHOCOLATE  
BRAND**

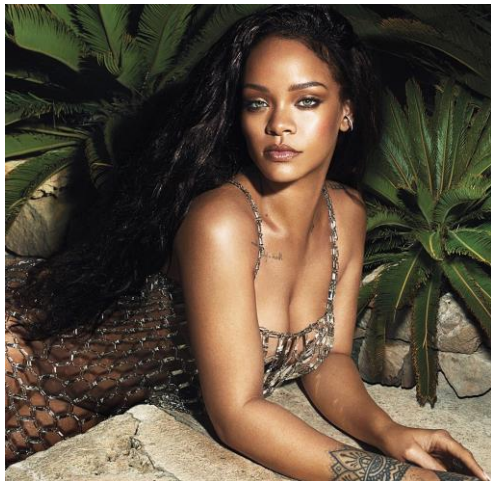


**PAPER PACKAGING OF  
THE CHOCOLATE BAR**



**INVITATION CARD**

# GUESTS: VIPs & INFLUENCERS



Rihanna



Vittoria Ceretti



Monica Bellucci



Bianca Balti



Taylor Hill



Paola Turani



Giulia Valentina



# SPECIAL EFFECTS

## GIFTS PRESENTATION

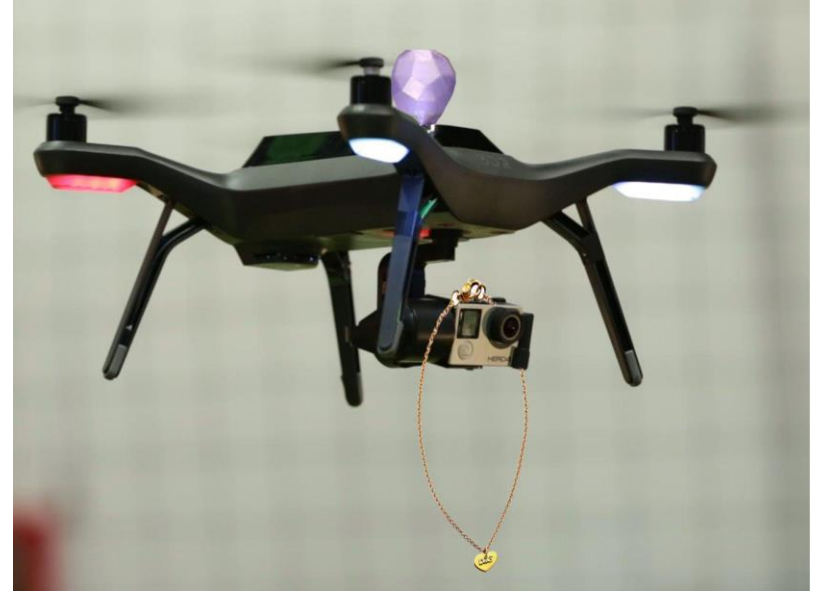
Personalized pendant in form of the devotion bag that will be delivered by small drones on their plates as a kind of “Aperitivo”

## USE OF DRONES:

- Relation to the last Fashion shows
- Relation to innovation and technology
- Creates a surprising effect / “Wow- effect”

## USE OF SMALL PERSONALIZED GIFTS:

- Creation of feelings and emotions
- Uniqueness
- Relation to the D&G devotion Bag



Pendant in the form of the devotion bag

# SPECIAL EFFECTS

## FIREWORKS AND COUNTDOWN

The launch of the D&G devotion bags will be celebrated at midnight with a big fireworks.

*The D&G “Devotion bag”*

00:00



# EVENT TIME SCHEDULE

**Sunday June 3rd from 20:00 pm - 03:00 am**

20:00 - 20:30 Welcome guests

20:30 - 20:45 Welcome Speech of Stefano Gabbana & Domenico Dolce

21:00 - 21:15 “Aperitivo” Drones serve the personalized gifts

21:15 - 23:00 Dinner

23:00 - 23:30 Presentation of the devotion Campaign

23:30 - 00.00 Countdown with fireworks shows at Midnight

00:00 - 03:00 Celebration of the Devotion bag





# COLLABORATIONS & PARTNERS

- CIOCCOLATO DI MODICA
- BLUE SKIES DRONE RENTAL
- LIMONCELLO - VILLA MASSA
- MIONETTO CHAMPAGNE
- TORRE LA CERNIOLA



Sales & Services



Yeah, we've got a drone for that™



# BUDGET & CALCULATION PLAN

EVENT	19.500,00 €	ENTERTAINMENT AND VIP	28.000,00 €
Location and catering	15.000,00 €	Dj-set	3.000,00 €
Invitation	1.000,00 €	Speaker	2.000,00 €
Gifts	1.500,00 €	Technicians	2.000,00 €
Security and emergency service	2.000,00 €	Special guest: Rihanna	20.000,00€
EQUIPMENT	7.000,00 €	Shuttle Service	1.000,00 €
Drones	5.000,00 €	EVENT DOCUMENTATION	6.000,00 €
Fireworks	2.000,00 €	Photographers	1.500,00 €
COMM. CAMPAIGN	20.000,00 €	Videomakers	2.000,00 €
CONTINGENCIES	10.000,00 €	Journalists	1.500,00 €
TOTAL	90.500,00 €	Social media staff	1.000,00 €

# EXPECTED RESULTS

**GOALS:** Improve the brand awareness while promoting the launch of the “Devotion Bag”.

**CLIENTS OBJECTIVES:** Make the D&G consumers “devoted” to the new Bag, creating a unique experience for them.

**EVENT OBJECTIVES:** Reduce every kind of risk, respect the time and have a good organization; reach also audience through the press with good reviews and comments about the event.

**MARKETING OBJECTIVES:** Reach audience and brand awareness through advertising, through the special guests and the uniqueness of the event, that will be posted from them (live, stories, posts). Every studied detail will be appreciate from each kind of customer, who at the same time will be aware also of the new unmissable bag.

