



IN COLLABORATION WITH

BVLGARI  
ROMA

Master In Luxury Brand Management, January 2019 Intake



## ROME IS MORE

To live and work in Rome is to be totally immersed in living history, to breathe it, imbibe it, to pass by the imposing Coliseum every morning on the way to work, to walk past the Pantheon on the way to the supermarket, to take in the romantic grandeur of the Spanish Steps every time you leave or enter the Bulgari Store at Via Condotti. From Rome comes Bulgari's instinctive and seamless layering of the past, present and future. Such a masterful play of contrasts combines tradition and modernity, elegance and excitement.

Bulgari liberated preciousness from its golden cage of classicism, making opulence more casual, contemporary, colorful, and joyful.

Likewise, the Eternal City is social and celebratory; it invites to self-indulgence in an exuberance amplified by its monumental magnificence.

Rome has been - and always will be - the prime source of inspiration for all of Bulgari's creations. It is a strong sense of belonging, expressed in the logo's lettering - BVLGARI - echoing classical Latin inscriptions. With its use of a precious language and storytelling with gold and stones, it has always been Bulgari's aim to tell the world about the mosaics, the streets, the bridges, the faces of Rome.

## BRIEF

Candidates will analyze Bulgari's brand heritage, identity and its place of origin – Rome - and identify the key elements which could be relevant and meaningful to attract a younger audience.

They will research inspiring examples of digital and social media campaigns by heritage brands, both in the luxury and non-luxury field. They will analyze the latest and most effective content generation trends primarily on Instagram, Facebook and Snapchat. They will ideate and develop two digital campaigns (one for Instagram and one for a digital channel of their choice) that Bulgari could implement to attract new audiences.

The capability to conduct an in-depth Bulgari brand analysis, an insightful research about its heritage and place of origin, the coherence between the digital marketing proposals and the current Bulgari identity will all be considered fundamental elements for the assessment of the project outcome. The originality and freshness of the proposals will be a plus.

## AUDIENCE

The competition is open to professionals and graduates in both creative and business disciplines willing to acquire marketing and brand management skills, as well as social sciences graduates who wish to deepen their knowledge of the luxury sector. All candidates should be passionate and eager to pursue a career in a luxury company.

## JURY

Projects will be selected and evaluated by the Faculty of the Domus Academy Master in Luxury Brand Management and the Domus Academy admissions jury.

## REQUIRED MATERIAL

- PROJECT DESCRIPTION: a visual presentation of maximum 10 slides, in pdf format, including keywords, campaigns visual mock-ups or mood-boards
- Detailed curriculum vitae
- Motivation statement
- Copy of Bachelor Degree / Academic Diploma translated into English
- Academic Transcript / Marksheet of previous studies translated into English
- Copy of passport
- Domus Academy Application Form\*

The candidates are asked to send their materials in one single file in .PDF format. Any further attached material will be considered a plus and will be evaluated by the jury.

**\*Application fee is waived for competition participants.**

## PRIZES

- One scholarship covering 60% of the total tuition fee of the Master's Program
- One scholarship covering 50% of the total tuition fee of the Master's Program
- One scholarship covering 40% of the total tuition fee of the Master's Program
- Two special mentions covering 20% of the total tuition fee of the Master's Program

Prizes will be calculated on the standard tuition fee amounting to 28.600 (for non-EU passport holders - diploma fee is not included) and €6.990 (for EU passport holders - diploma fee is not included).

## SCHEDULE

The works must be delivered to Domus Academy by and no later than **October 5th 2018**.

Candidates will be informed about the results of the competition by e-mail on **October 22nd 2018**.

## ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

**www.competition.domusacademy.com**

or sent by e-mail to:

**competitions@domusacademy.it**

Subject: ROME IS MORE COMPETITION

When you submit your project, you will receive a confirmation that your submission was received within 48 hours. If you do not receive a confirmation, let us know at: competitions@domusacademy.it

## MASTER'S PROGRAM DESCRIPTION

Nowadays, luxury & fashion brands require a new breed of managers, capable of managing both marketing, business and creative imperatives.

The Master's program in Luxury Brand Management will allow participants to develop a global and transversal vision of the luxury business, fundamental marketing & branding skills and a strong capacity to dialog with designers and creative professionals operating in the luxury & fashion industry.

The Master focuses on the Luxury & Fashion industry in a transversal way, from traditional luxury personal goods and services to more experiential luxury categories such as Hospitality, Art & Lifestyle. During the course of the program, participants will work in close collaboration with leading Luxury and Fashion experts and with some of the most prestigious Italian and international Luxury companies and institutions.

## ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2017/18 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

## GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- If an assigned scholarship is not confirmed, it can be transferred to the next candidate in the ranking list.
- Selected participants accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

## INFORMATION

[competitions@domusacademy.it](mailto:competitions@domusacademy.it)