



DOMUS ACADEMY MILANO

BVLGARI
ROMA

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 enter the Bulgari store on Via Condotti. From the inspiration of Rome comes Bulgari's instinctive and seamless layering of past, present, and future in a masterful play that combines tradition and modernity, elegance and excitement.

Bulgari has 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 self-indulgence with an exuberance amplified by its magnificence.

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

Domus Academy and Bulgari are offering five scholarships for the Master's in Luxury Brand Management programme with a start date of February 2020.

BRIEF

Begin by analyzing Bulgari's brand heritage, identity, and place of origin – Rome. Identify key elements that could be relevant and meaningful for attracting a younger audience. Next, research inspiring examples of digital and social media campaigns by heritage brands in both luxury and non-luxury fields. Analyze the latest and most effective content-generation trends primarily on Instagram, Facebook, and Snapchat. Ideate and develop two digital campaigns (one for Instagram and one for a digital channel of your choice) that Bulgari could implement to attract new audiences. Your proposal should demonstrate your ability to perform an in-depth analysis of the Bulgari brand, conduct insightful research about its heritage and place of origin, and create a digital marketing proposal that aligns with Bulgari's brand identity. Your proposal should be fresh and original.

AUDIENCE

The competition is addressed to candidates who have a first-level degree and/or professional experience in design and the arts. It is also open to candidates with a background in economics, management, or the humanities, if they are motivated by strong interest in the field of luxury goods, services, and experiences.

JURY

Projects will be selected and evaluated by the faculty of the Master's Programme and the Admissions Jury.

REQUIRED MATERIAL

- A visual presentation of a maximum of 10 slides, including visual mock-ups or mood boards and related keywords.
- Detailed curriculum vitae
- Motivation statement
- Copy of bachelor's degree or 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 sole 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 Programme
- One scholarship covering 50% of the total tuition fee of the Master's Programme
- One scholarship covering 40% of the total tuition fee of the Master's Programme
- Two special mentions covering 20% of the total tuition fee of the Master's Programme

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders – diploma fee is not included) and €19.900 (for EU passport holders – diploma fee is not included).

SCHEDULE

The works must be sent to Domus Academy by and no later than **25th October, 2019**. Candidates will be informed about the results of the competition by email on **26th November, 2019**.

ENTRY DELIVERY

All the required materials in digital format may be uploaded to this page:

competition.domusacademy.com

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

competitions@domusacademy.it

MASTER'S PROGRAMME DESCRIPTION

Today's luxury and fashion brands require a new breed of managers who are skilled at leading marketing, business, and creative initiatives. In the Master's in Luxury Brand Management, you will gain a global perspective on the luxury sector, develop fundamental marketing and branding skills, and cultivate the ability to dialog with designers and other industry professionals.

The programme approaches the luxury and fashion industry in a transversal way, extending from traditional personal goods and services to more experiential luxury categories such as hospitality, art, and lifestyle. Throughout the programme, you 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 already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2018–19.

Candidates who have a working knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

GENERAL TERMS AND CONDITIONS

- All moral and authorship rights remain that of the author.
- The projects sent to Domus Academy will not be returned.
- All the material created for this competition must be unpublished work developed by the candidate, not used on previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the standards defined by the jury. The jury will make these judgments at its own discretion, and its decision is final.
- The scholarship described in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship amount will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship may be transferred to the next candidate on the list.
- Winning participants accept that part of their work may be published on the websites and/or social media channels of the institutions involved.