

Dora Bruschi Campaign Project

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November 2024

Dora Bruschi's strong heritage is nothing to look over when searching for great skin care options. Founded in 1934 by Berta Casamenti, whose experience at Helena Rubinstein in Paris only inspired Casamenti to open her first beauty institute in Florence. Casamenti quickly gained a reputation for her innovative skincare treatments and high quality products, but the work is not done yet even after 90 years of being in business. Berta worked in the Institute of Rubinstein for about 4 years, demonstrating great talent, entrepreneurial skills, as well as charisma with clients and remarkable interpersonal skills. The name Dora Bruschi derived from "the name of 'Dora' by Isadora Duncan, a great dancer of the early twentieth century, true founder of modern dance and icon of nascent female independence" (Dorabruschi Cosmetici).

Dora Bruschi's current digital footprint includes the brand's website, social media presence, and online visibility. It is important to note that it's very easy to find the official website of Dora Bruschi, but difficult to find the official Facebook page. The first account that shows up is Scuola di Dora Bruschi, meaning, the Google SEO needs to be strengthened so clients and customers can easily access the main page.

Evaluating the current Dora Bruschi website, the opening of the website is a banner that appears to look like an advertisement, but it's just showcasing what the brand is. Instead, they could highlight the celebration of "90 years" of being in business which would attract more customers by showcasing the longevity of the brand against the test of time. Customers like to see stories behind businesses since it strengthens the parasocial relationship between the customer and brand by making it human. The alternative could be a gallery option of what Dora Bruschi sells and still include the highlight of "90 years" in business.

The User Interface and User Experience design of the website includes the same pop-up to join their newspaper and it shows up on every page of the website, which could be distracting to the customer while shopping. Cleaning up the website to make it more concise would be a beneficial start to their marketing plan since there's unclear repeats of headers and advertisement placements where there

shouldn't be. On another note, product photos should include swatches and creams in the product photo to see the texture of the products.

The website lists their Facebook, Instagram, TikTok, LinkedIn, and Spotify at the footer. The Spotify that's linked looks like the Dora Bruschi store and spa playlists to maintain consistency in their brand sound. This is an interesting aspect to put at the footer of their official website because it would be more appropriate to share this account privately between stores and spas so it maintains the exclusivity of the brand. When looking at their Instagram and Facebook, it's easy to notice that they happen to post the same content on both accounts. To strengthen their brand and customer loyalty, posting slightly different content to Facebook and Instagram would benefit Dora Bruschi. There are different types of consumers and target audiences on each platform, and in order to target each of these audiences, tailoring the content to certain platforms will create a great opportunity for the brand in the long run.

A weakness is the TikTok linked to the official Dora Bruschi website. Instead of an official company page, there is a random account linked with the name Dora Bruschi. This is a big issue because now all of this woman's social media accounts come up in the SEO searches. This is a huge opportunity to build the Dora Bruschi brand on TikTok and remove the current unfamiliar account. Their LinkedIn includes amazing articles about the business and what they do for the community. How they celebrate milestones in the company should also be highlighted on the website.

Evaluating Dora Bruschi's products versus other top competitors in their field is key. When it comes to formulas, Dora Bruschi stands against competitors by using natural ingredients that are specifically designed to be gentle on the skin. This can be targeted to a younger audience as well since there's many different skin types to many different ages. How can Dora Bruschi achieve this? By changing their packaging and logo. Maintaining the high-end feel, but improving packaging can be a reality. Knowing that Dora Bruschi's current target audience is women between the ages of 30-65, targeting women between the ages of 18-29 should also be on the radar.

Current packaging includes the Dora Bruschi logo, description of the product/where it should be applied, and key components of the product. This is all great to include, but can be diversified since it

looks like the wording flows together in a paragraph form. To improve this, center the logo, edit the application location to smaller text, and change components of the product in smaller text at the bottom of the container to have a defined typography hierarchy.



(Dorabruschi Cosmetici)

Packaging can also include each product line as a specific color and making the lines easier to differentiate if all out on a bathroom vanity.

While researching key beauty industry competitors in the European and American market, specifically on premium brands, IMAGE Skin Care is a brand that immediately came to mind. IMAGE's digital communication strategies include being present on Facebook, Instagram, Pinterest, YouTube, and LinkedIn which covers a higher range of customers regardless of their higher price points. YouTube presence is one of the best tools that stand out because it gives a wide variety of how to use their products, what to use for certain skin types, tips for routines, and behind the scenes of their company. IMAGE highlights where they've been featured such as magazines, talk shows, and numerous articles. Dora Bruschi can learn from this and include where they've been mentioned on their website. IMAGE includes different content for each platform, since there are different target audiences on each platform, and the brand's target audience ranges from ages 18-65. Their Instagram includes trending videos and sounds to be more involved in social media. Their Facebook includes similar content posted on Instagram, but not the same. However, if it's a general campaign, they are normally posted on both platforms. IMAGE's SEO practices include every authorized reseller, their Italian Facebook page, Instagram, YouTube, and

English Facebook page. None of their competitors show up in Google SEO and are predominantly IMAGE Skin Care in the search.

Another key competitor would be Drunk Elephant. They're very similar to Dora Bruschi because they only have a market in the United States and in Canada, whereas Dora Bruschi mostly markets in Italy. Their digital communication strategies have been focused on the preteen market since that's the age where skin fluctuates the most, so marketing towards this age group grows a larger target audience.

Drunk Elephant's influencer marketing comes from TikTokers posting skin care routines that make content for preteens and young adults. The company's multi-platform approach includes posting the same strategies as IMAGE does, but with tips on how to mix products together, calling it a "smoothie" which caught customer's attention by coming up with this trend. When searching Drunk Elephant, their products, socials, or resellers come up, which means that their SEO is very strong.

Some innovative approaches that Dora Bruschi can make to their digital communication strategies can be experiential marketing with flower shop pop-ups around Florence that give out roses or aloe vera for free, packaged in exclusive Dora Bruschi bags, similar to a DIOR campaign. Another experiential marketing idea for Dora Bruschi could be a pop-up espresso stand called "Rejuvenate Your Skin and Body" to make people think *who is Dora Bruschi?* and lead them to want to learn more. This stand could include a hashtag "#RejuvenatedByDoraBruschi" to post on TikTok to boost engagement. This pop-up in the Italian market can partner with Lavazza or illy to have a limited edition espresso cup or coffee roast with Dora Bruschi designs.

To start a new digital communication plan, Dora Bruschi would need to produce social media posts, create a stronger SEO, email marketing to different groups of people (i.e. customers, distributors, resellers, employees) in order to encourage a new age of Dora Bruschi, and implement content marketing strategies by being present on more relevant social media platforms that resonate with the current and future Dora Bruschi customer. SEM strategies can help as well since they would be at the top before any of the other SEO searched sites that come up under any of the relevant tags.

To do this, Dora Bruschi needs to follow lead competitors by being on YouTube and Pinterest. On YouTube, it's easier to access without an account whereas on TikTok you need one. Other beneficial accounts to Dora Bruschi include Instagram, TikTok, Pinterest, and LinkedIn. Pinterest would be beneficial to Dora Bruschi to help get an idea of brand identity and put it in their individual mood boards to highlight the luxury and quality of the brand.

Content marketing strategies may include Snapchat ads, like how Louis Vuitton did on November 23, 2024. Instead of having a customized filter, they put up their advertisement for their new fragrance in a video users open and a chat of more information about the product. More content could be an advertisement campaign with the hashtag “#RejuvenatedByDoraBruschi” on TikTok that would go along with the espresso box pop-up to express Italianism and natural ingredients. Posting three to four times a week through different platforms like Instagram, TikTok, Facebook, and LinkedIn will help consistency, but not too much where the user is overwhelmed. For Pinterest, posting seven times a week to update mood boards and maintain an understanding of trends is recommended, as well as what competitors are doing and what's working or not working for them.

Key content formats that resonate with Dora Bruschi's audience and potential audience expansion would be a YouTube channel to include new routine guides, how to use certain products, and more interactive content on how Dora Bruschi gets involved in the community. This will assist growth across platforms, hope to have global recognition, and a goal to spread to the US like Korean Skin Care making a huge impact in the US.

Dora Bruschi can start to make Instagram reels and Facebook videos of “get ready with me” from influencers in their daily lives. There are a lot of people on the internet who are drawn to this type of content and most of them use high-end products. According to Fiverr, (Otachi 2024), to hire a social media influencer to film a promotional video would depend on their audience size. If Dora Bruschi decided to start off with a mid-tier influencer for YouTube, depending on the content, it would range from \$400-\$6,000. For TikTok, a macro or mega influencer is about \$150-\$3,500. For Facebook, a micro to mid-tier influencer would be about \$250-\$1,250. Costs of influencers and content vary from the expected

reach of the marketing campaign, but can be calculated by how many followers they have and if it's a video or a photo. Those that are on Facebook and YouTube will gather most of the older target audience, and TikTok and Instagram can cover the younger end of the target audience.

Potential Return on Investment regarding this type of campaign will break through to the American market when using the right influencers. Seeing how well it worked for Drunk Elephant, it can work for Dora Bruschi. Targeting the "corporate girly" will assist in breaking away from the preteen crowd of Drunk Elephant and transition into more of a sophisticated skin care brand like Dora Bruschi itself.

The proposed digital strategies align with Dora Bruschi's values to maintain a luxury, high-end image while also celebrating their history and foundation in Italy. With the mix of new media including Pinterest, Youtube, TikTok, and Snapchat, each platform is exposed to a different age demographic, which broadens the visibility of the brand and maintains the brand's persona of clean, high-end, Italian beauty and skin care products.

Using visual platforms such as Pinterest, Youtube, and Tiktok for messaging allows the consumer to really see the products offered by the brand while also showing credibility of the marketed products. Watching real people physically use Dora Bruschi products through visual platforms translates to the consumer that the sold items are reliable. Since the company strives for simple and clean production, the appropriate way to showcase this messaging is by videos and content on how to use products and the results of certain products. This idea aligns with Dora Bruschi's core values, company goals, and ethical communication strategies.

The US beauty market has shifted over the last 10 years. From being previously exclusive and limited, now the beauty market is emerging to be diverse and experimental with different products, skin tones, skin types, and audiences. Creating universal beauty products is now a top priority for many beauty brands in the US due to customer demand of inclusivity, variety, and reliability. Furthermore, other trends in the beauty market include the use of safe and clean ingredients, personalization, sustainable innovations, engagement, and expanding the industry to cater other genders.

Younger audiences, more specifically, Gen Z, have been calling for a more diverse and inclusive beauty industry. An article from Exploding Topics, studies six main beauty market trends from 2024, and one important trend is the hope for more focus on products that work for different groups of people, moreover, minority groups. In this article, Haworth (2024) cites that 43% of consumers enjoy seeing non-traditional advertising when referring to the beauty industry, however 1 in 5 consumers feel outcast from beauty ads and products. So although there is progress in the initiative to diversify the market, there are still improvements to achieve.

The online presence of beauty brands in the US has increased as social media and influencer marketing has become so prevalent, especially to younger demographics. It was predicted in 2024 that the average shopper on social media would spend \$800 on social commerce annually, according to Howarth (2024). Additionally, the article's author refers to age groups 18 through 44 being the most susceptible to buying beauty products online and on social media. Tiktok and Instagram typically have been the most popular social media applications for buying beauty products. Through data analytics on social media platforms, consumer behavior is observed and noted by the application and turned into personalized content and product marketing. This personalization creates exposure to favorable brands for the consumer and more sales for the brand or business.

With the beauty market being vast and growing daily, it can be hard for the consumer to decipher organic products versus products that are marketed to look clean and sustainable, when they're actually not. Consumers have begun questioning what is in their products and how it affects them. The urge for cleaner ingredients is progressing due to a desired outcome that benefits the consumer and the planet, with an emphasis to create eco-friendly items. Many brands have transitioned into a more organic field, and use marketing strategies like influencer marketing to sell the "natural" look while using natural ingredients. Certain influencers sway large audiences, and inspire viewers to explore or buy a product based on their recommendation and visible results. That is the power of social media; consumers watch influencers by seeing someone on screen who has received results, and in turn, the consumer wants those

same results. As the natural beauty and cosmetic market grows, consumers are more inclined to look for products that are marketed to be clean resulting from this social media, influencer, and e-commerce trend.

The beauty industry has previously targeted only women as their main demographic for consumers. Now, the market has expanded their reach to men, non-binary, and different ethnic demographics. According to (Lebow 2024), US beauty shoppers of all ages tend to buy more beauty items in store, directly from a company instead of buying on a website or social media. The article from EMarketer states, “39% of US consumers 55 and older buy beauty products in-store from discount or warehouse retailers. But for younger consumers, this behavior is less likely, while buying products online to pick up in-store or on social media is more likely” (Lebow, 2024). This data shows that younger demographics value efficiency, by the preference to purchase online, while older demographics may focus on testing the product in-store or ensuring the quality, from the behavior to purchase in-person.

The ideal digital customer for Dora Bruschi in the United States would be a woman, age 25, living in the city, working a 9 am to 5 pm job, is avidly online, and loves to do skin care routines. She enjoys uploading her routines on TikTok and Instagram as a “FaceTime” feel. Another customer in the US would be a woman, age 50, living in a smaller country-city, working as a self-employed cosmetologist at a hair salon, reading books, and loves to do nightly skin care routines with her daughter. She is always up to trying new products on her sensitive skin and is allergic to certain chemicals used in American skin care, so Dora Bruschi’s natural products sound like a good fit for her and her daughter.

A personalized communication approach for Dora Bruschi’s American audience would be advertising that highlights the skin care’s effects on women of all ages, ranging from 20-65. The advertisement could include a collected group of women of all ages, where they’re all using the same product. This comradery between ages will portray that the product can be used at any point in life, to celebrate the walk of life you’re on, as the consumer, and that beauty is accessible at any age. With an inclusive message, the different audiences would be attracted to a more universal product and campaign. While catering to an American audience where inclusivity, variety, and sustainability is valued, Dora Bruschi could use communication strategies that are targeted for a larger audience by including a

campaign filled with different aged women to highlight the quality of the product, ingredients, and demographics that will use the product.

Relevant platforms for Dora Bruschi's engagement in the American market would be Instagram, TikTok, YouTube, Pinterest, and Facebook. Also, paid digital advertisements and e-commerce platforms such as Google Ads, Facebook Ads, and Instagram Ads. These social media platforms should include links to the company website and an email address in their social media bios or headers. Moreover, the brand should create a Linktree on each platform that includes links to access different social channels and official website. This tactic ensures that consumers can access any kind of Dora Bruschi company profile or contact from whichever social platform.

The tag line "Made in Italy... Made in Florence" makes the company stand out in an American market and isolates them from other generic beauty brands. Although many beauty companies aren't originated or founded in the US, these brands don't typically advocate their foundation. Dora Bruschi, however, is very proud of their Italian blueprint and stays true to their heritage. Instead of trying to mold the brand to the American market, Dora Bruschi should highlight their foreign background, to portray a richness and a level of beauty that is different from the American beauty community. Then, the brand can show off their strengths and offer an experience to consumers that they can't get from other beauty brands.

With previous knowledge, Americans romanticize and idolize Europe, its culture, art, food and fashion. Many Americans desire to achieve a "European" or elevated look, so this market would be inspired and curious of what Dora Bruschi has to offer. The luxury and quality in products sends a message to the American consumer that the product and its outcomes are exclusive and is only attainable through Dora Bruschi skincare and makeup items. Collaborating with well-known American brands can also help with visibility for Dora Bruschi and can digitally position the brand to be relatable and fluid, by the brand wanting to work with other cultures, people, and businesses.

An integrated communication campaign for Dora Bruschi in the US market will start with SEO/SEM. Listing relevant tags to the skin care industry and what potential customers could look up,

Dora Bruschi should be at the top or in the first three pages of any search engine. SEM can bypass all of that trouble by staying at the top above any of the other SEO since it's a paid search engine spot.

Next, the experimental marketing of the espresso box pop-up, but then let it blossom beyond TikTok and use it as a universal brand hashtag. #RejuvenatedByDoraBruschi embodies the Italianism and skin care elements that Dora Bruschi is trying to expand on. For the American market, partnering with Starbucks and making a special to-go cup with a QR code linking to the Dora Bruschi website, can make the Italianism seamless without conforming the brand to other cultures and maintaining the luxurious aspect of the brand.

Alongside that, there can be another campaign effort to rebuild their social media standing with "get ready with me", "how to use", and "on the go" skin care videos on TikTok and YouTube. This would include organic and inorganic marketing. Facebook and Instagram can resemble this approach, but tailor it specifically to the audience currently on those platforms. Facebook and Instagram can include product photos and reels with trending sounds and trending videos with skin care involved. Influencer collaborations can start with partnerships with macro influencers, and if it receives a lot of great feedback, then move on to mega influencers with over 1 million followers. Furthermore, there's a possibility that influencers reach out to the company first. This would all coincide with the pillars of Dora Bruschi, Italianism, hereditary, and naturality.

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