

Digital Communication Proposal

For Dora Bruschi

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Dora Bruschi Current Digital Presence



- 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.
- The website lists their Facebook, Instagram, TikTok, LinkedIn, and Spotify at the footer of the website.
- When looking at their Instagram and Facebook, it's easy to notice that they happen to post the same things on both accounts.
- There's different types of consumers and target audiences on each platform, 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.



The TikTok linked to the official Dora Bruschi website is a random person named Dora Bruschi. This is a big issue because now all of this woman's social media accounts come up in the SEO searches.

Their LinkedIn includes amazing articles about the business and what they do for the community and how they celebrate milestones in the company should also be highlighted on the website.



Innovative Digital Communication Solutions

Italian Market

Innovative Approaches

1

Experiential marketing with little flower boxes around Florence that give out roses or aloe vera for free, packaged in the exclusive Dora Bruschi bags, like how DIOR did.

2

A pop-up espresso stand called “Rejuvenate Your Skin and Body”. This stand could include a hashtag [“#RejuvenatedByDoraBruschi”](#) to post on TikTok to boost engagement.

3

For the pop-up in the Italian market, partner with Lavazza or Ily to have a special espresso cup or coffee edition with Dora Bruschi’s design.

4

Put out social media posts, create a stronger SEO, email marketing to different groups of people in order to encourage a new age of Dora Bruschi, and different content marketing strategies by being present on more relevant social media platforms that resonate with the current and future Dora Bruschi customer.

Implementation of Innovative Approaches

To do this, Dora Bruschi needs to follow their lead competitors by being on YouTube and Pinterest. On YouTube, it's easier to access, especially for the older generation of the Dora Bruschi target audience. Other accounts that would be beneficial to the social media relevance of Dora Bruschi includes Instagram, TikTok, Pinterest, and LinkedIn. X, formally known as Twitter, is not as relevant.



Pinterest

Pinterest would be beneficial to Dora Bruschi to help get an idea of brand identity and put it in their individual mood boards.



Snapchat

Snapchat ads like how Louis Vuitton did on November 23, 2024, instead of having a customized filter they had put up their advertisement for their new fragrance in a video users open and a chat of more information of the product.

Rigorous and Strategic Evaluation



Mid-Tier
Youtube
Influencer



Macro or Mega
Tiktok
Influencer



Facebook
Influencer

Costs of influencers and content vary from the expected outcome of the marketing campaign, but can be calculated by how many followers they have and if it's a video or a photo.

Potential Return on Investment (ROI) regarding this type of campaign will help Dora Bruschi 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 as well. Targeting the "corporate girly" will help break away from the preteen crowd of Drunk Elephant and transition into more of a sophisticated skin care brand like Dora Bruschi itself.

Expanding the Brand's Digital Footprint in the American Market

Research on US Beauty Market

Trends



The US beauty market has shifted over the last 10 years. Trends include the use of safe and clean ingredients, personalization, sustainable innovations, engagement, and expanding the industry to cater other genders.

Clean Ingredients

- 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.
- Use of influencer marketing to sell the “natural” look while using natural ingredients. Certain influencers sway huge audiences, and inspire their viewers to explore or buy a product based on their recommendation and visible results.

Influencers

Age groups 18 through 44 are more susceptible to buying beauty products online and on social media. Tiktok and Instagram typically have been the most used social media applications for buying beauty products. Through data analytics on social media platforms, consumer behavior is noted by the application and turned into personalized content and products.

Diversity

- Younger audiences, more specifically, Gen Z, have been calling for a more diverse and inclusive beauty industry.
- 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.

Competitor Analysis in US

Drunk Elephant

- Drunk Elephant is very similar to Dora Bruschi because they only have a market in the United States and in Canada, whereas Dora Bruschi mostly their market stays in Italy.
- Drunk Elephant's influencer marketing is mostly from TikTokers posting morning and nightly skin routines that make content for preteens to young adults. They are relevant on Facebook, Twitter, Instagram, and TikTok.

IMAGE Skin

- IMAGE's digital communication strategies include being present on Facebook, Instagram, Pinterest, YouTube, and LinkedIn. Being on YouTube is one of the best tools that stand out when researching this competitor because it gives a wide variety of how to use their products, what to use for certain skin types, tips and tricks for routines, and behind the scenes of their company.
- IMAGE's content types include 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.

American Digital Consumer Behavior

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.

Preferred Channel for Buying Beauty/Personal Care Products Among US Adults, by Age, March 2024

% of respondents



Note: ages 18+; numbers may not add up to 100% due to rounding

Source: Ipsos, "What the Future: Shopping," May 14, 2024



Defining Target Audience

- The ideal digital customer for Dora Bruschi in the United States would be a woman, age 25, living in the city, working a 9am-5pm job, is avidly online, and loves to do skin care routines. She enjoys uploading her routines on to TikTok and Instagram as a “FaceTime” feel.
- A woman, age 50, living in a smaller country-city, working as a self-employed cosmetologist at a hair salon, she 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.

Brand Positioning in US

A huge advantage point that already stands is, Americans romanticize and idolize Europe and its culture, art, food and fashion. As many Americans desire to achieve a “European” or elevated look, 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 with 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.

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- Dora Bruschi is very proud of their Italian foundation 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. By doing this, the brand can show off their strengths and offer an experience to consumers that they can't get from other beauty brands.

Strategic Digital Marketing for US Launch

Starting with SEO/SEM by 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.



Meet the Team



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