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marketing

Singapore - Luxury brand Bulgari, in a bid to reach the affluent, has launched the debut TVC for its Diagono timepiece on digital media OOH operator, Focus Media.

digital

media

The TVC is being broadcasted on Focus Media's network of office buildings and is part of a wider marketing campaign which includes print ads in *The Edge* and *Icon*. The visual was created by Bulgari's head office in Rome and the agency responsible for media buying is Maxus Singapore.

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"We are delighted to be selected as the broadcast medium of choice for the inaugural campaign of Bulgari's Diagono collection. This is yet another endorsement by a luxury brand of Focus Media's unique proposition of delivering a group of premium and captive audience," Low Teow Seng, GM for Focus Media Singapore, said.

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Diagono TVC

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Other luxury brands advertising on Focus Media include Mauboussin and The Hour Glass.

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