

CUSTOMER SUCCESS STORIES

Dolce & Gabbana

Making coffee culture the heart of a high-performing campaign with Bialetti

"Partnering with Microsoft Advertising elevated our approach. Their advanced tools and precise audience targeting enabled us to drive more meaningful engagement, increase conversions, and reach a premium audience. The result was a campaign that truly reflected the spirit of Italian excellence."

*Mauro Santinami,
Head of Global Media Performance,
Dolce & Gabbana*

The goal

Turn luxury storytelling into lasting results

Steam rises from a gleaming moka pot, painted in Mediterranean blue and white. The table is set for two. For [Dolce & Gabbana](#) and [Bialetti](#), this is more than a morning coffee. It's a shared ritual of beauty, taste, and connection.

When the two Italian icons launched their [co-branded coffee pot collection](#), they set out to celebrate Italian artistry and coffee culture. The fashion house saw the campaign as an opportunity to tell stories that reflected their signature sense of luxury while delivering strong business results. Dolce & Gabbana's media team worked with agency Incubeta and Microsoft Advertising to bring that vision to life.

Together, they built a full-funnel strategy grounded in storytelling, data insight, and collaboration.

The solution

Craft a campaign as thoughtful as the collection

- **Immersive video storytelling:** Dolce & Gabbana used Video ads to showcase the collection's artistry through vivid Italian-inspired imagery.
- **Native ads in premium placements:** Display and Native ads brought the campaign into high-quality editorial environments, aligning the brand with luxury content.
- **Precision-driven targeting:** In-market audience targeting and performance data helped reach design enthusiasts, coffee lovers, and premium shoppers.
- **High-intent search activation:** A dedicated Search ads strategy captured bottom-funnel demand, turning awareness into searches, clicks, and site visits.

The results

Building lasting connection through culture and craft

Searches for Dolce & Gabbana increased more than threefold, while clicks rose tenfold compared with the pre-launch period. Even after the campaign ended, interest remained strong. Brand lift studies confirmed higher recognition and stronger intent to engage. For Dolce & Gabbana, this proved storytelling and performance could coexist, preserving luxury identity while deepening its connection with a style-conscious audience.

- **+ 3.4X brand searches**
- **+ 10X clicks during activation**
- **+ 2.8X clicks post-flight**
- **Proven uplift in engagement**

