



BOTTEGA VENETA





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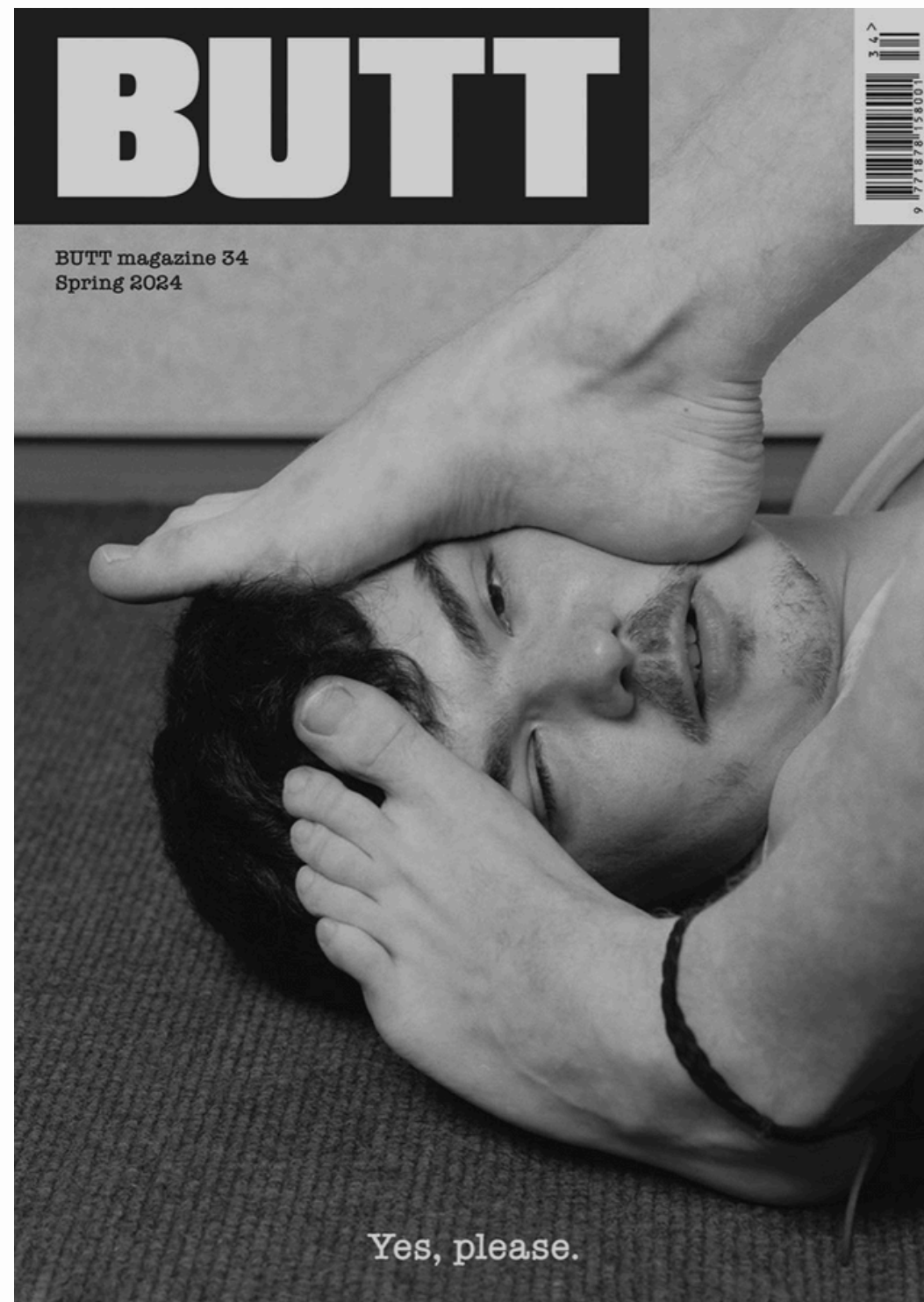
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# PUBLIC RELATIONS PLAN

Bottega Veneta and Butt Magazine's goal is to celebrate gay liberation, bring attention and raise money for medical research HIV/AIDS. By encouraging attendees to purchase exclusive items only sold our exhibit, we will be donating to the Robert Maplethorpe Foundation, who focus on supporting HIV/AIDS medical research.

# STRATEGY



Our strategy for the collaboration launch involves using different techniques that Bottega has already implemented to remain consistent with our brand.

These include subtle branding and carefully selected guest lists consisting of creators and communities with beliefs that align with ours resulting in an exclusive aura to the brand and event. In addition, we will use non traditional digital platforms to reach larger audiences. Moreover, with a bigger budget compared to previous launch events, we plan to create an engaging atmosphere that exudes luxury dominatrix.



# TACTICS

Tools we'll be using to create noise  
audience identification: it's curated attendees are  
carefully picked out by their relevance to the brand and the cause.  
this will include applicable celebrities and Only Fans creators  
who are apart of the LGBTQ+  
As well as Bottega VICs, Butt Magazine subs, and large donors to  
the Robert Mapplethorpe Foundation



# PRESS EVENT



- Unanticipated-anticipated DJ — CHARLIE XCX
- Exclusive Showroom (Woven BDSM Wear)
- Tiny Whips Will Be Given Out To Each Guest (Gift Bags)
- Ceiling Conveyor Belt Will Showcase Strictly ButtXVeneta Pink Collection
- A few Guest; RuPaul, Elliot Page, Sam Smith, Mj Rodriguez



# TARGET MEDIA LIST

- BUTT MAGAZINE
- V MAGAZINE
- The Advocate
- PinkNews
- INTERVIEW MAGAZINE
- DAZED
- GAYLETTER
- THE FACE
- NYLON
- QX Magazine
- Them



# INTEGRATED MARKETING OPPORTUNITIES

- Collaborate with only fan creators to promote sexual liberation
- Use influencers to promote the new magazine and create buzz by describing the new collection
- Create search-engine optimization to bring anything involving the campaign to show up when Bottega Veneta is searched



- Gathering financial data info on customers, those that spend over 10-20 thousands receive invitations
- Send emails to existing customers collections of the event to create higher demand utilizing psychology, people want to be included



# CELEBRITY SPOKESPERSON



Troye Sivan, an Australian pop singer, will be our celebrity spokesperson due to the immense amount of queer and heterosexual recognition as of lately. The Sweat Tour, fragrance/Home Brand venture success. Recent; Pop-Up in NYC, Hommegirls Cover Girl, album release. Sivan is in his prime of this era.



## CALL TO ACTION

Join Bottega Veneta and Butt Mag on June 28th in Milan to celebrate pride month and the works of Robert Mapplethorpe.

There will also be opportunities to purchase the exclusive collaborative collection.

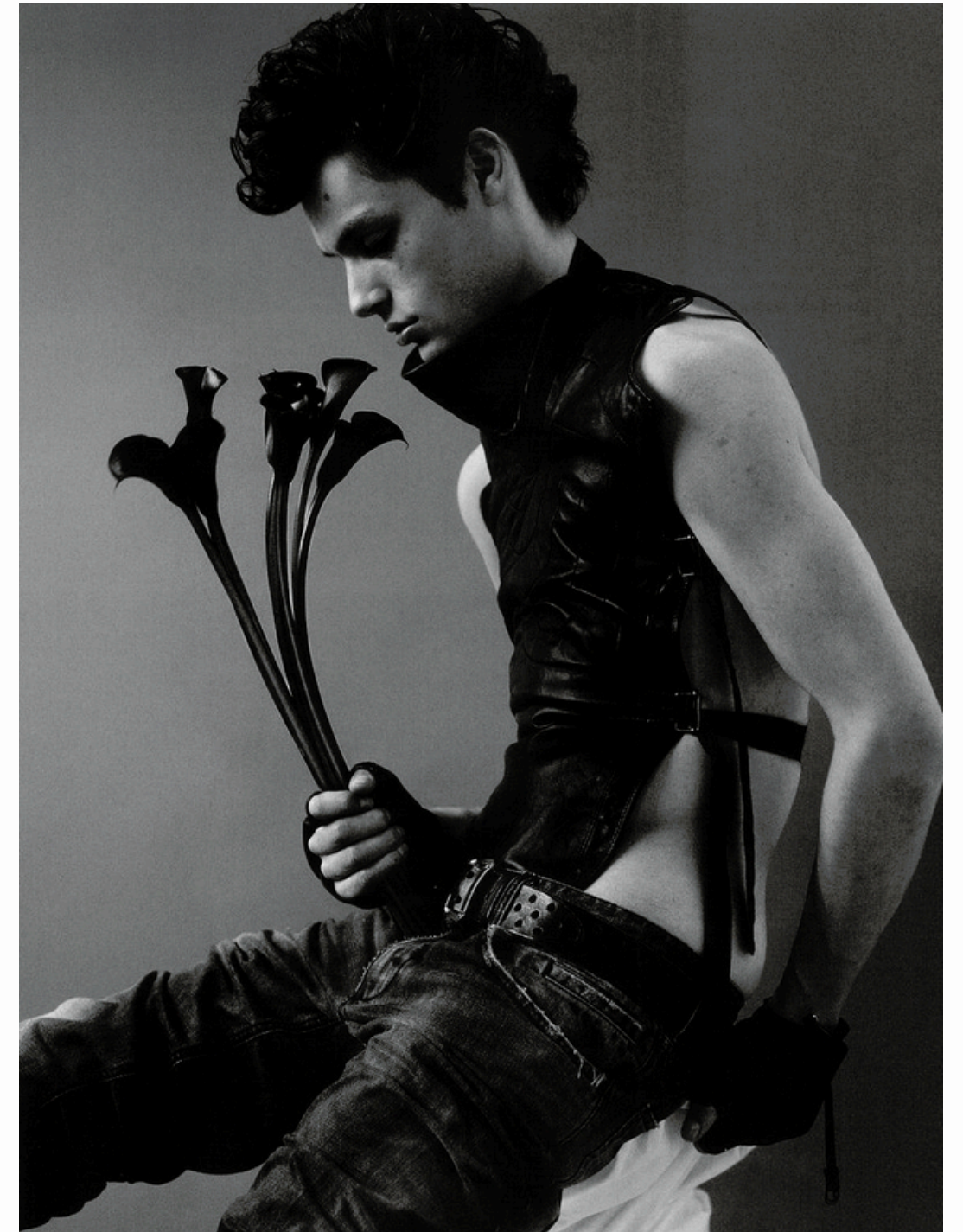
All proceeds will go to the Robert Mapplethorpe Foundation, which funds the fight against HIV/AIDS and supports global photography programs, exhibitions, and institutions



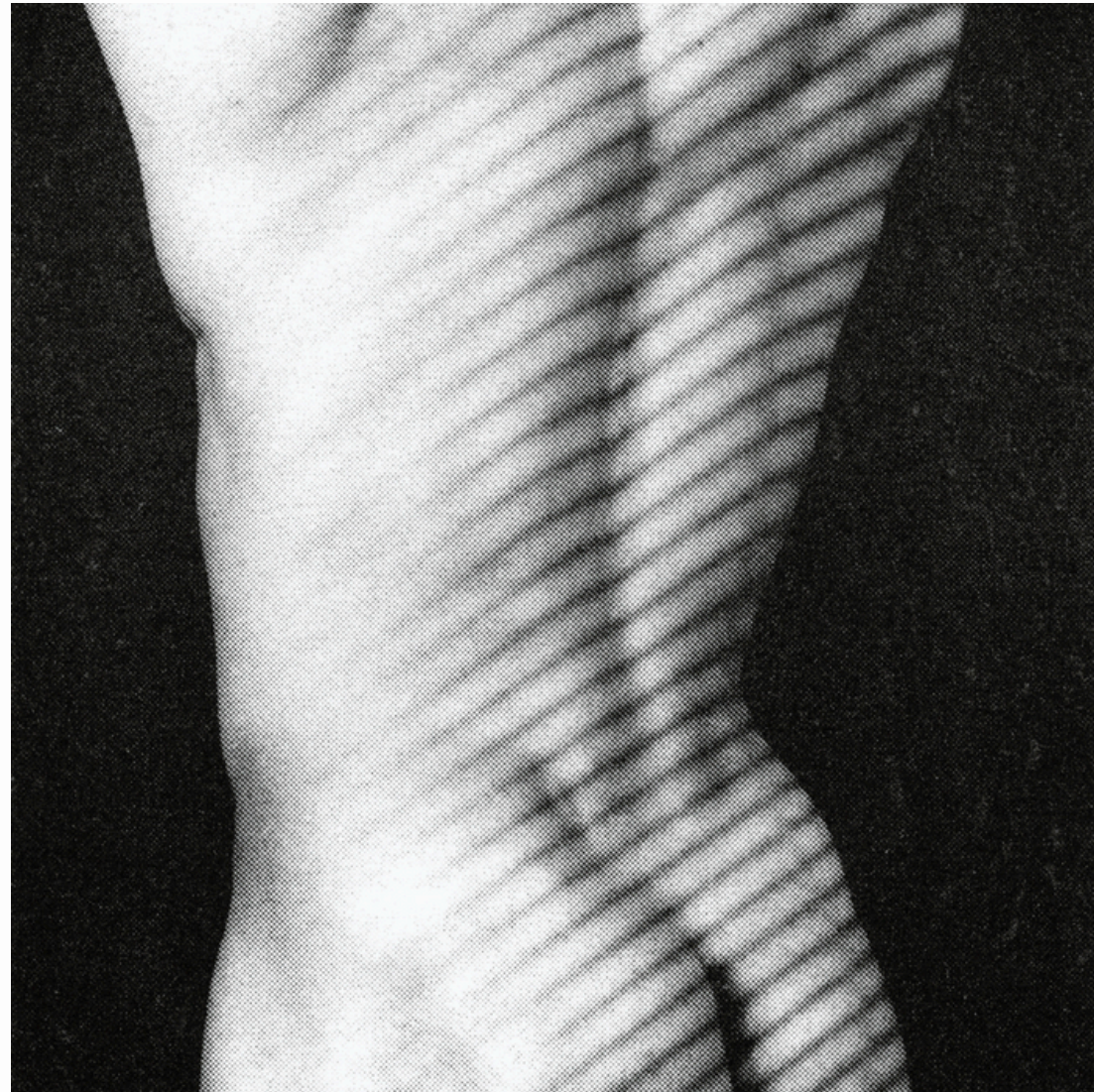
# SOCIAL MEDIA STRATEGY

We plan to use the social media of Butt Magazine, The Robert Mapplethorpe Foundation, and Troye Sivan to promote the pop-up and subsequent launch party.

Because this collaboration is slightly out of character for Bottega, we plan to keep promotion on the official Bottega social media page lighter and push more on the Butt Magazine, Robert Mapplethorpe Foundation, and Troye Sivan's pages, as the collection better fits their brand image.







# PAID, EARNED, AND OWNED MEDIA

Butt Magazine Publication - Owned

Butt Magazine Social Media - Owned

Robert Mapplethorpe Foundation Social Media - Owned

Troye Sivan Social Media - Paid

Butt Magazine Mailing List - Owned

Bottega Veneta Mailing List - Owned

Robert Mapplethorpe Foundation Mailing List - Owned

Wheatpaste Posters - Paid

Media List - Earned



# MEDIA ALERT



## **Who?**

Bottega Veneta, in collaboration with Butt Magazine and The Robert Mapplethorpe Foundation, and hosted by Troye Sivan

Charli XCX, Bottega Veneta VICs, and representatives from publications like Dazed, Nylon, The New York Times, Interview Magazine, and V Magazine will be in attendance.

## **What?**

Pop-up event with access to exclusive collaborative collection and launch party to celebrate Pride Month

## **When?**

June 28th, from 8 PM-6 AM

## **Where?**

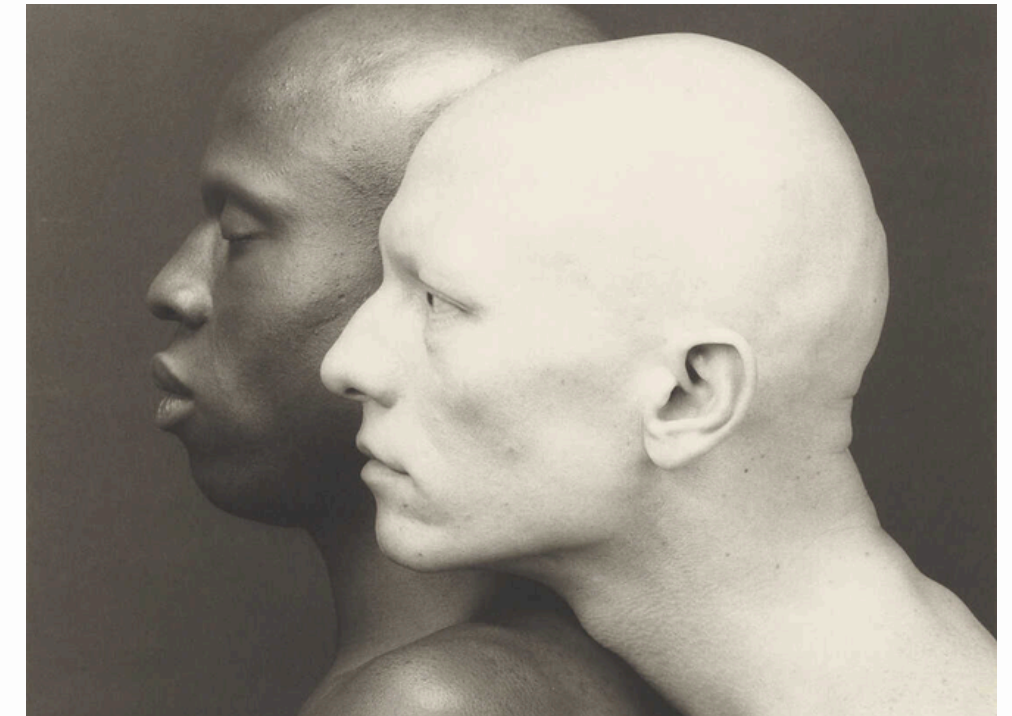
Milan, Italy, location to be sent an hour before doors open

## **Why?**

Celebrate Pride Month and secure funding for the Robert Mapplethorpe Foundation, which funds the fight against HIV/AIDS and supports global photography programs, exhibitions, and institutions.

# C O R P O R A T E F A C T S H E E T

Bottega Veneta S.R.L. manufactures luxury clothing, jewelry, and accessories. The Company offers men's and women's apparel, small leather goods, eyewear, handbags, shoes, and luggage. Bottega Veneta maintains retail boutiques around the world.



## Headquarters location

40 rue de Sevres  
Paris, 75007,  
France

## 2023 Revenue

In 2023, operations in North America made up 17 percent of Bottega Veneta's global revenue. The global revenue of Bottega Veneta was approximately 1.65 billion euros that year.

## Employees

Bottega Veneta employs 2826 people in over 30 countries worldwide.



# PRESS RELEASE



## **An exclusive collection and party hosted by Bottega Veneta, Butt Magazine, and The Robert Mapplethorpe Foundation**

June 28th, Milan, Italy - For the release of their exclusive collection Bottega Veneta, Butt Magazine and The Robert Mapplethorpe Foundation will be hosting a pop-up to sell their collection featuring Bottega's classic braided leather reworked with BDSM-style vinyl. This braided vinyl will be used across many products in this capsule collection, such as bags, whips, and sandals.

As the popup winds down, the party, hosted by Troye Sivan and a plethora of mystery guests, will ramp up. The night will be both a celebration of Pride Month and a celebration of Robert Mapplethorpe's life and work. The collection will be available for purchase the whole night, but supplies are limited.

All proceeds will go to the Robert Mapplethorpe Foundation, which funds the fight against HIV/AIDS and supports global photography programs, exhibitions, and institutions.

