

**Real is a Diamond debuts custom creative content
during the XXIII Olympic Winter Games**

(February 2018) New York, NY: Real is a Diamond partnered with The NBCU Content Studio on new custom video content launching during the live on-air and digital broadcast of the 2018 Winter Olympics in Pyeongchang.

“The Making of a Gem” video shorts were developed to showcase the striking similarities between the unique journey of an athlete on the rise, and a diamond - tapping into the emotional context of a diamond’s symbolic meaning. Three videos were created through the perspectives of a snowboarder, ice skating duo, and a women’s ice hockey team to demonstrate the natural forces and elements that forge both diamond and competitor.

Stunning performances in icy winter environments contrast the beauty, purity and precision of sport with the pressure and commitment required to transform natural promise into a unique achievement of enduring strength and brilliance. The final beat in each emotional and inspiring story links the athletes’ authentic talent and excellence with that of a one-of-a-kind diamond.

“The breadth of common themes was surprisingly rich, and made for seamless and layered storytelling,” said Deborah Marquardt, Chief Marketing Officer for the Diamond Producer’s Association. “Like diamonds, the immense pressure and the deep inner forces competitors must endure in order to grow strong, find their edge and ultimately shine is an ideal narrative to explore during our most cherished and meaningful celebration of sport and human connection”.

“Having a partner like Real is a Diamond enabled us to develop these unique stories, connect with an exciting cultural moment, and bring diamonds to audiences in contextually relevant environments both on and off the NBCU portfolio,” said Wendy Wildfeuer, Senior Vice President, The NBCU Content Studio.

Stylist Tanya Dukes chose the featured jewelry, explaining, “In each film, we styled the athletes in realistic, current diamond jewelry that they’d actually wear, including some of their own pieces. The jewelry was an authentic part of their personal style.” She sourced pieces from a range of diamond jewelry designers including Sydney Evan, Jade Trau, Ritani, Sethi Couture, Barbela, Hearts on Fire and Forevermark.

“The Making of a Gem” series launched across NBCUniversal’s digital and social platforms on February 5, 2018, and will begin airing on the linear networks on February 10, 2018. The films will be distributed through NBCUniversal’s portfolio-wide platform across social, video programming, and the company’s strategic partnerships with Apple News and Vox Media. Videos and supplemental content will also run on Real is a Diamond owned and operated channels, as well as in cinema.

Please find links to “The Making of a Gem” creative:

<https://youtu.be/uRT59SE51pk>

<https://youtu.be/s7B4SYiixvw>

<https://youtu.be/qP8G9-kj1ls>

Media Contact:

Sarah Gorvitz

Diamond Producers Association

info@diamondproducers.com

(212) 302-2424

Patrick Bunting
NBCUniversal
Patrick.bunting@nbcuni.com
212-664-7054

About Real is Rare. Real is a Diamond:

"Real is Rare. Real is A Diamond." – created by the Diamond Producers Association (DPA) – is the diamond industry's first category marketing initiative in a decade. The Diamond Producers Association is an international alliance of the world's leading diamond mining companies who are united in their commitment to best-in-class ethical and sustainable operations and transparent business practices. Together, DPA members represent the majority of world diamond production. The DPA mission is to protect and promote the integrity and reputation of diamonds, and of the diamond industry.

<https://twitter.com/RealisaDiamond>
<https://instagram.com/RealisaDiamond>
<https://facebook.com/RealisaDiamond>
<https://www.youtube.com/channel/UCWYOVK-N2rt8mvuPwI6dGRw/>

About The NBCU Content Studio:

The NBCU Content Studio, formed in March 2016, sits at the intersection of inspiration and insight, creating a new blueprint for brand storytelling across all genres, formats and platforms. With unprecedented access to NBCU's expansive community of storytellers in front of and behind the camera, world-class production resources, and proprietary insights, The Content Studio brings brand stories to life to forge stronger consumer connections. Leveraging the unmatched scale of the NBCU portfolio, strategic partnerships with BuzzFeed, Vox Media, Apple News and Snapchat, The Content Studio delivers data-fueled distribution, both on and off NBCU platforms, guaranteeing the right narrative to the right audience.

###