



After a Decade, Diamond Category Marketing to Shine at Oscars Once Again

Provocative short film from the Diamond Producers Association to premiere during Academy Awards, showcasing a modern take on love

(February 24, 2017) New York, NY – Diamond category marketing will return to the Oscars after a decade with "Real is Rare. Real is a Diamond" from the Diamond Producers Association (DPA), an international alliance of the world's leading diamond mining companies. The 2017 Academy Awards will mark the television premiere of "Runaways," a provocative short film with a modern take on love and diamonds, that is the second execution in the "Real is Rare. Real is a Diamond" platform.

"The DPA's 'Real is Rare. Real is a Diamond' diamond marketing platform aims to connect with new generations in a way that is highly personal and emotionally relevant," observed Deborah Marquardt, DPA Chief Marketing Officer. "The campaign acknowledges Millennials' desire to demonstrate their commitments in a more individualistic, but equally sentimental and significant way than previous generations."

While the Oscars and diamonds go together like the red carpet and high fashion, "Runaways" marks a departure from the standard diamond advertising the world has become accustomed to. The cinematic story, which will air to a global audience of passionate movie lovers, is an alternative fairytale that celebrates love, passion and connection -- and sees life as an adventurous journey.

"The Oscars is a night dedicated to powerful storytelling, honoring the talented creators whose artistry helps men and women everywhere tap into emotion, truth, laughter and imagination," Marquardt continued. "What better moment for 'Runaways' to make its broadcast debut?" As one of television's biggest nights of the year, the DPA hopes to leverage the Oscars to start a new diamond narrative with consumers around the moments and relationships in their lives that are authentic, precious and increasingly rare.

The Diamond Producers Association's mission is to protect and promote the integrity and reputation of diamonds and the diamond industry. In this hyper-digital world where people are more connected than ever, "Real is Rare. Real is a Diamond" recognizes that love is still analog – making real moments all the more meaningful and worthy of a diamond. The creative spots were developed in collaboration with creative agency, Mother New York.

Consumers can view “Runaways” on the “Real is a Diamond” YouTube channel, and using the hashtag #RealisRare, consumers can join the conversation about the campaign on social media.

<https://instagram.com/RealisaDiamond>

<https://twitter.com/realisadiamond>

<https://facebook.com/RealisaDiamond>

<https://www.youtube.com/realisadiamond>

For more information on the campaign, visit www.RealisaDiamond.com.

About the Diamond Producers Association (DPA)

The Diamond Producers Association is an international alliance of the world's leading diamond mining companies, 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's mission is to protect and promote the integrity and reputation of diamonds and the diamond industry.

<http://diamondproducers.com>

<https://facebook.com/DiamondProducersAssociation>

<https://twitter.com/DPAAssociation>

Media Contacts:

Marya Ketchell

Peppercomm

212-931-6106

MKetchell@Peppercomm.com