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## **Diamond Producers Association Reveals New Campaign Platform**

**June 3, 2016 Las Vegas, Nevada**— Today, the Diamond Producers Association unveiled a new marketing platform for diamonds during a special presentation to members of the jewelry industry at the JCK show. The DPA team, led by CEO Jean-Marc Lieberherr, outlined plans for the first category marketing campaign in over 5 years and the very first from the DPA.

The new platform “Real is Rare” is the result of six months of development, including in-depth research into its target: millennial consumers. The platform emerges from deep insight work with the millennial audience revealing that while diamonds do have appeal for this generation, relevance and emotional engagement can be heightened via new concepts. Our research reveals that Millennials long for real, lasting connections with others, but struggle to make them – or to feel sure they are truly authentic – in a world of constant flux, seemingly limitless choice, and superficial interactions. The idea that diamonds have the gravitas and power to celebrate and mark an authentic connection resonates deeply with them. For many millennials, diamonds have come to represent traditional rituals or “bling” and status signifiers. The opportunity exists for diamonds to represent the rare, precious and real connections that millennials crave. “Real is Rare” redefines diamonds for the 21<sup>st</sup> century, giving them new meaning as a symbol to celebrate the real connections we choose to make.

In online research conducted by the research firm 360MarketReach with a nationally representative sample of U.S. millennials, nine in ten said they feel the idea is unique. Two-thirds also said that they feel the idea is “appealing” and “relevant” to them.

As leaders of the industry, DPA members consider this generational approach to be the beginning of a dialog with the current and future consumers of diamonds. Continued investment in and development of the “Real is Rare. Real is a Diamond.” campaign will continue to build, and it will sustain millennials as diamond consumers for years to come.

The DPA is working with agency partner Mother New York to develop the creative for the campaign, which will go live in September 2016. The media plan is still being finalized, but will focus on digital and social media channels that are targeted to our audience and will reach them where they are already consuming media.

Stephen Lussier, Chairman of the DPA, said, “This is an important milestone for the diamond industry. The DPA members coming together to launch this campaign will create a new cultural movement around diamonds that we are confident will benefit the entire industry.”

Lieberherr said, “We are excited to present our new category marketing platform which will resonate with millennials but will also inject new energy into the diamond category universally.



We look forward to finalizing and launching the campaign in the fall and continuing to develop this platform for 2017 and beyond.”

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About the DPA

The Diamond Producers Association is an international alliance of the world's leading diamond mining companies, who together are responsible for the majority of world diamond production. Our mission is to protect and promote the integrity and reputation of diamonds, and of the diamond industry.