



FOR IMMEDIATE RELEASE:

Diamond Producers Association Extends the “Real Is Rare” Campaign into National Print, Digital Display and Out-of-Home

Next phase of paid media will launch in *Bride’s, People, and Marie Claire*

June 6, 2017 Las Vegas, Nevada — To a room of 1,000 of the nation’s most important jewelry retailers, The Diamond Producers Association (DPA) debuted today a print, out-of-home, and digital display campaign extension, complementing the successful “Real Is Rare” TV and digital videos that were released in October 2016.

The images can be viewed at this link: <https://goo.gl/wqA5qj>

“We chose to launch our new creative at JCK Las Vegas in order to share it first with our partners in the industry,” said Deborah Marquardt, DPA’s Chief Marketing Officer. “The campaign features real couples, and the images show ‘stolen moments’ of tenderness where the diamond jewelry is treated as an unmistakable gift of love.”

Starting in July, the new ads will appear in weekly and monthly magazines across several verticals, including bridal, lifestyle, fashion, and entertainment. *Brides, People, and Marie Claire* are among the first print partners to be confirmed by DPA.

The assets will be made available for jewelers and retailers to use in-store and in local media. Beginning in July, the usage guidelines can be downloaded via the DPA’s Trade Portal: <http://www.diamondproducers.com/site-services/login-trade.aspx>

Developed by Mother New York, and shot in New York City in March 2017, the five single-page ads are primarily focused on engagement and marriage diamond jewelry. “DPA thanks our many partners for providing beautiful jewelry for our campaigns, including Gillian Conroy, Danhov, Greenwich Street Jewelers, Beverly K., Leo Schachter, and Pluczenik featuring Forevermark diamonds.”

Marquardt also noted that, “The DPA plans to launch new video assets for linear and digital TV in Q4.”

Diamond Producers Association also announced earlier this week the release of their 2017 marketing budget of \$57 Million, which will be used primarily to fund consumer advertising in the US and the expansion of the “Real Is Rare” campaign into India and China.

Contact:

Sarah Gorvitz

info@diamondproducers.com

(O) (212) 302-2424

###

About the Diamond Producers Association (DPA)

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.

<http://diamondproducers.com>

<https://twitter.com/DPAAssociation>

<https://facebook.com/DiamondProducersAssociation>

<https://www.linkedin.com/company/12900616>