

KANTAR MILWARD BROWN

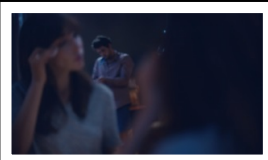
REAL IS RARE
REAL IS A DIAMOND

**Diamond Producers Association
LinkEXPRESS**

The Other Party



The Reveal

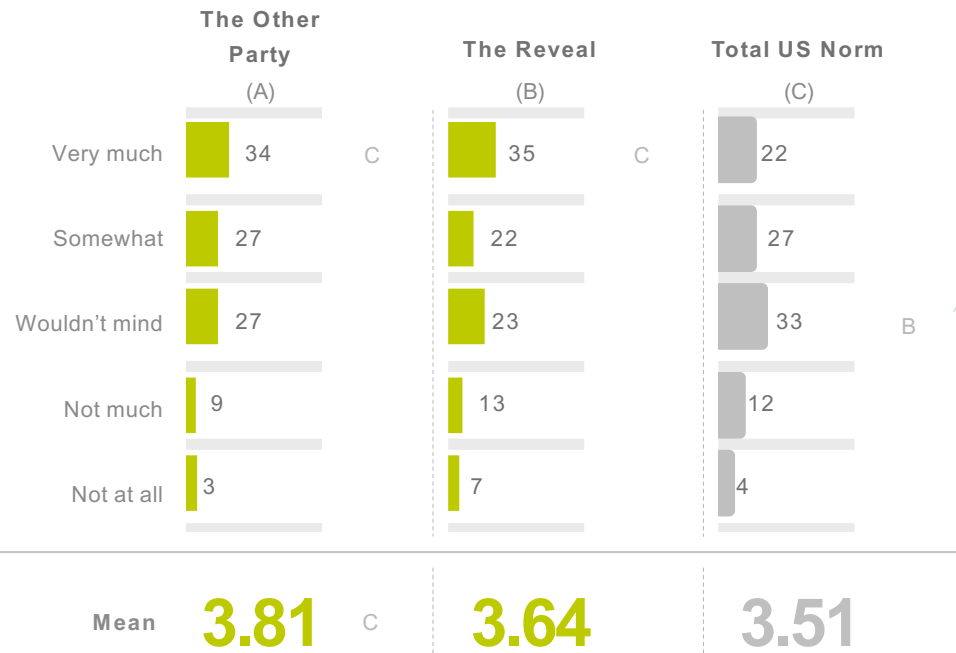


Viewers enjoy watching both commercials, with a slight edge in favor of *The Other Party*, making it more likely to get noticed. The bright setting, the portrayal of genuine joy and the simplicity of the ad likely work in its favor.

ENJOYMENT (How much would you enjoy watching this ad each time you see it?)
 %, Mean Score (+5 to +1)

LIKES (The Other Party):
 "the couple, the setting
 the ring"

LIKES (The Other Party):
 "I liked its simplicity"



LIKES (The Reveal):
 "pleasant, nice ring,
 nice-looking couple"

LIKES (The Reveal):
 "the couple dancing
 together"

DISLIKES (The Reveal):
 "just kinda boring"

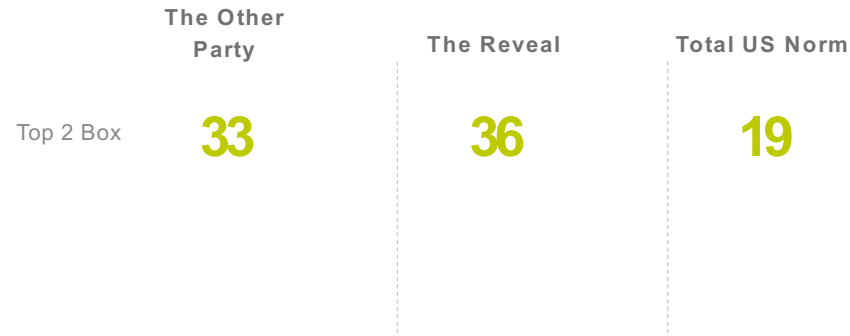
Base: Total The Other Party (150), The Reveal (150)

Note: US Norms are cross category (not luxury-specific), intended only for benchmarking purposes

A/B/C = Statistically significant at the 95% confidence level

The ads positively impact future consideration of diamond/diamond jewelry purchases. For such a high-end “product,” it is unusual to see such levels of positive disposition being created by ads.

CONSIDERATION (If you were about to buy or receive [diamonds and diamond jewelry], how would this ad affect your consideration of [diamonds and diamond jewelry]?)
%, Mean Score (+4 to +1)

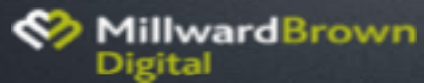


Base: Total The Other Party (150), The Reveal (150)
Note: US Norms are cross category (not luxury-specific), intended only for benchmarking purposes

CrossMedia Insights®

Advertising Effectiveness Research for DPA & Luxe Collective Group – Final Report

March 2018



luxe collective group
A COMMUNICATIONS AGENCY



Key Findings

- The media investment and mix were successful; the “Real is Rare” campaign as a whole achieved its objective of driving perceptions and affinity towards diamonds, a result that was significantly ahead of CrossMedia benchmarks
 - Each media channel played a role in contributing to the campaign’s success
- The various media channels worked well together to drive affinity for diamonds; TV, Mobile, Print and Cinema stood out as being the most effective on this front
 - For TV and Print, frequency was important, as greater exposure (10+) resulted in higher gains in affinity
 - Further, all publications contributed to Print’s affinity success
 - While Desktop as a whole did not contribute to increased affinity, lower exposure improved upon Love of Diamonds and Acquisition, however 20+ exposures may have been too many as it had a negative effect on Love of Diamonds
- Each media channel played a different role in communicating diamond perceptions
 - TV was most successful at associating diamonds with messages of commitment and connection
 - Mobile best communicated statements of love and commitment as they relate to diamonds
 - Exposure to Social Media advertising reduced the notion that diamonds are only for the wealthy
 - Cinema and Print (all publications) connected with readers on “me” statements
 - For Desktop, frequency played a role as 1 exposure was most effective at raising positive diamond perceptions, as did both programmatic and publisher direct partners; creatively speaking, the “End Card” theme drove messages of emotional connection and a life milestone

While all vehicles played a role in achieving campaign objectives, TV, Print, Mobile and Cinema had the strongest impact on improving affinity

- Ads on Social Media were memorable but did not drive affinity metrics
- Results on Desktop remained stable; exposure did not yield any positive or negative movement

RESULTS BY EXPOSURE TO ANY MEDIA CHANNEL

Brand Metrics	TV		Mobile		Desktop		Social		Print		Cinema	
	Ctrl %	Δ	Ctrl %	Δ	Ctrl %	Δ	Ctrl %	Δ	Ctrl %	Δ	Ctrl %	Δ
Ad Awareness	37.5	-5.2	25.9	13.3	32.9	2.6	24.7	13.0	32.5	15.5	40.8	8.7
Diamond Favorability	66.7	18.3	64.9	8.6	74.0	-1.2	75.9	-3.4	68.6	16.1	77.6	5.0
Diamond Acquisition	34.7	14.7	27.5	15.0	41.5	3.0	34.7	5.6	30.1	31.5	52.9	14.6
Love of Diamonds	41.7	15.3	46.4	7.6	50.7	-1.1	63.7	-11.1	57.1	9.3	55.1	9.3
Sample Size	c=72; e=93		c=137; e=3863		c=1236; e=697		c=50; e=4071		c=153; e=1915		c=499; e=747	

Control (c)= Not exposed to media
Exposed (e)= Exposed to media

Ad Awareness: Where have you seen diamonds advertised in the past 30 days?
Diamond Favorability: How would you describe your overall opinion of diamonds?
Diamond Acquisition: How likely are you to acquire diamonds within the next 6 months?
Love of Diamonds: Overall, how do you feel about Diamonds? (0=hate, 100=love)