

“Real is Rare, Real is a Diamond” Campaign Introduction



The Diamond Producers Association (DPA), an alliance of seven of the largest diamond mining companies globally, formed by renowned brands, ALROSA, DE BEERS, DOMINION DIAMOND, GEM DIAMONDS, LUCARA DIAMOND, PETRA DIAMONDS, and RIO TINTO. Founded in May 2015, the Diamond Producers Association (DPA) aims to maintain and enhance consumers' love, desires and confidence in and for diamonds through various storytelling angles from diamond mines to marketplace.

In 2016, the Diamond Producers Association (DPA) launched the “Real is Rare, Real is a Diamond” campaign in the United States and India, with the aim to increase awareness and understanding of diamonds. The campaign focuses on cultivating the emotional connection between diamonds and a new generation of consumers, inspiring millennials to appreciate the value, rarity and preciousness of diamonds.

As the world's second largest diamond consumer market, China offers significant development opportunities for the industry. In 2017, Diamond Producers Association (DPA) conducted in-depth interviews and research with close to 100 Chinese Millennials in Beijing, Chengdu, Shenyang, Zhanjiang, and Shanghai, to understand their emotional needs and connections with diamonds. The findings concluded that Chinese Millennials yearn for a long-lasting love, but are unsure as to how or if possible to achieve. Whilst eager to purchase diamonds, they lost their emotional connections with diamonds, without awareness to the inspirational role that diamonds can have within their daily lives.

In light of these insights, the Diamond Producers Association (DPA) launched the “Real is Rare, Real is a Diamond” campaign in China, changing Chinese Millennials' impression of

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diamonds by establishing diamonds role as a symbol of sincerity and emotion, inspiring lovers to express their love through daily subtle actions, celebrating and witnessing every precious moment on their life journey ahead. The campaign reaches Chinese Millennials through cinematic commercials, reality TV show, digital/ social network, offline events, and various other channels.



In addition, members of the Diamond Producers Association (DPA) actively contribute through their own activities to society and the communities where diamond mines are located, fostering local economic development, increasing employment opportunities and improving the health and safety of employees and residents. With a conscious effort, members protect the environment and its natural resources, diverse species, and minimizing carbon footprint.

As a defender and promoter of natural diamonds, the Diamond Producers Association (DPA) collaborates with major diamond mining companies and jewelry brands to promote the development of the entire diamond industry. Additionally, strengthening education and training for industry marketers by adopting a new and interactive way, the Diamond Producers Association (DPA) tries to convey difficult content to industry marketers in an easy-to-understand manner. Not only helping them to understand the intrinsic value of diamonds but also to inspire a new passion for diamonds.

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About Diamond Producers Association (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. Their mission is to protect and promote the integrity and reputation of diamonds, and of the diamond industry.

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