

ADVERTISING

Forevermark reveals diamond's journey through Departures placement

March 23, 2016

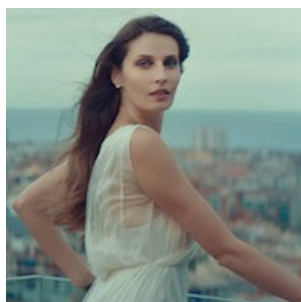


Image from Forevermark's "It's A Long Journey to Become the One" campaign

By SARAH JONES

De Beers Group's Forevermark is helping consumers find the one diamond that will most express their love through an advertisement on Departures' Web site.

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The jeweler took over the homepage of the Time publication with an interactive multimedia placement for its "The One" campaign, which highlights the selectiveness of the diamond purveyor. By including video and a series of images, Forevermark is able to tell a story about its diamonds that goes beyond appearance.

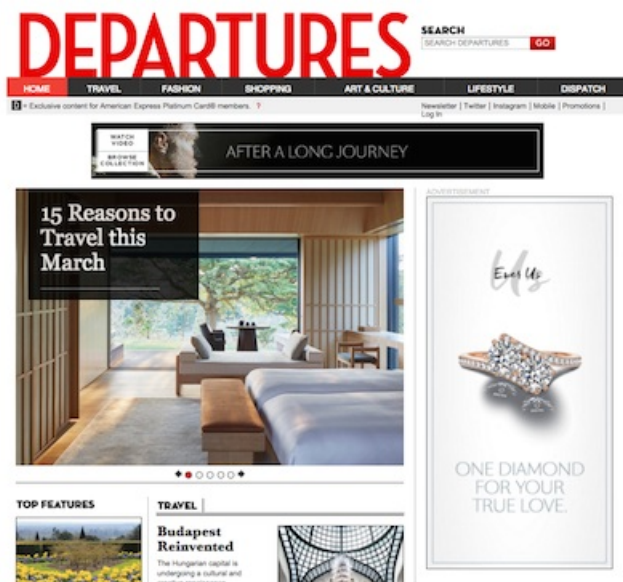
"Departures reaches Forevermark's affluent female consumer with a passion for travel," said Colby Shergalis, vice president, marketing & communications, **Forevermark** U.S.

"Our partnership with Departures allows Forevermark to be top-of-mind as affluent readers dream about or actively plan their holiday getaways," she said. "The special creative unit, called 'Avalanche,' runs on Departures alongside fresh content that we know our affluent consumer is reading and engaging in."

Match making

Forevermark's ad ran in the banner and side positions of Departures. When a consumer loads the site on her tablet or desktop, the ad flips through a series of creative, creating a story.

In the banner, text reads, "After a long journey, I am here to light up her smile forever," across several frames. Images show a man traveling, eventually reaching a woman standing on a balcony.

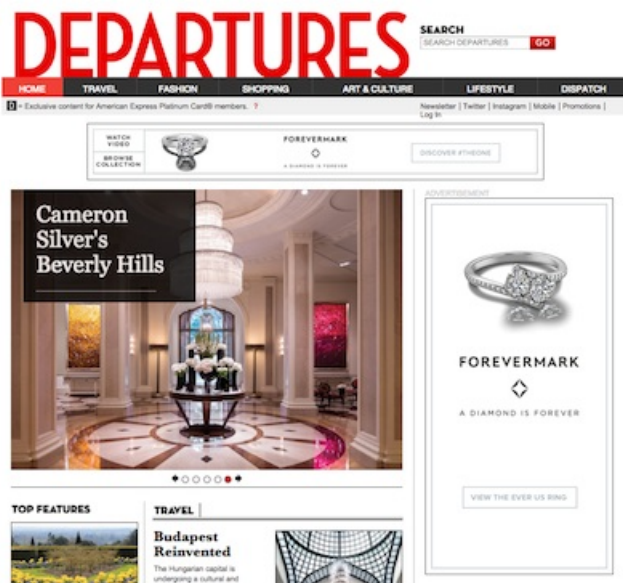


Forevermark ad on Departures

On the side, Forevermark flashes photos of its Ever Us two-stone ring, using the headline "One diamond for your true love."

The banner eventually settles on an image of a solitaire ring, with the brand logo and its slogan "A diamond is forever." Included are multiple calls to action, allowing consumers to select their path.

Consumers can interact with the banner, browsing a collection of rings within the ad, before they commit to clicking through.



Forevermark ad on Departures

Another call to action enables the consumer to watch a video ad on Departures. This is an edited version of the brand's "It's a Long Journey to Become the One" television commercial.

If consumers click-through to "discover #TheOne," they arrive at a page dedicated to the campaign.

Here they can watch the full-length film directed by Rob Chiu, which personifies the diamonds that undergo a rigorous selection process to achieve the Forevermark inscription. A male voiceover talks of the millions of years the diamond has waited in the dark as a group of men covered in dirt emerge from a cave and begin their journey.

Along the way, showcasing the stones that do not make the cut, some of the men trip and fall as the voiceover talks of being tested and the years that built his character. After traversing a desert, a forest and a rocky climb in the rain, only one diamond is left standing, representing the less than 1 percent that Forevermark puts its name on.

Finally realizing his "true beauty," the man reappears in a suit and approaches a woman on a balcony. He holds out a

single diamond to her in the palm of his hand, making her smile.

It's a Long Journey to Become The One: Feature Film / Forevermark

Further down the landing page, consumers can search for the classic design that will be the one for them or read up on Forevermark's sourcing, selection process and inscription. As Forevermark does not sell through its direct channels, it allows consumers to research extensively before they go to a boutique to buy from its partner jewelers.

"The video reveals the journey of a Forevermark diamond," Ms. Shergalis said. "We wanted our affluent consumers to learn how Forevermark goes to the ends of the earth to find diamonds that are worthy of the Forevermark inscription a symbol of beauty, rarity and responsible sourcing.

"The video and the visuals focus on the diamond, but we also included a classic diamond jewelry gallery for our consumers to see how a Forevermark diamond can live in any piece they desire," she said.

Conceived by agency J. Walter Thomson Italy, the campaign is a relaunch of Forevermark's "A Diamond is forever" slogan. The campaign has been running nationally in the United States since November across print, online and television media.

On social media, the brand is using the hashtag #TheOne to share content.

Diamond discovery

Forevermark's sister brand De Beers has rolled out initiatives to make it easier for consumers to find the right ring for them.

In 2013, the jeweler unveiled an in-store iPad application that helps consumers create a customized engagement ring to promote its bespoke options.

The "For You, Forever" app was designed in collaboration with mobile specialist Somo and allows consumers to compare diamonds and settings while shopping for the perfect engagement ring. The app will likely create stronger ties between customers and De Beers associates, which may result in repeat visits ([see story](#)).

The diamond industry has had a difficult year.

Despite a slowing demand in China, the diamond industry's revenue value chain grew by 4 percent in 2014 and the first half of 2015, according to a new report by Bain & Company.

"The Global Diamond Industry 2015: Growth perspectives amid short-term challenges" report examines major developments in the diamond industry's value chain with a focus on the reasons behind a drop in rough and polished diamond prices and slowing economic growth. By comparing 2014 results to the 2015 market, those in the diamond industry most notably high-end jewelers can gauge expectations for recovery in a climate that has seen uncertain demand and price cuts ([see story](#)).

By focusing on what sets it apart, Forevermark may be able to convince consumers to invest in its diamonds, as they will last beyond a lifetime.

"This creative tells the story of a Forevermark diamond, from rough to polished, and the care each Forevermark diamond is given through each stage of its journey," Ms. Shergalis said.

"The Journey to Become 'The One' video and creative focuses on Forevermark's superior selection process," she said. "It uses a man's extraordinary journey to his loved one as a metaphor for the rigorous journey a diamond undergoes to become a Forevermark diamond, but also for the journey we take in our quest for true love."