

JEWELRY

Forevermark brings campaign couple to life with first-person storytelling

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Forevermark's Ever Us campaign couple

By BRIELLE JAEKEL

De Beers Group's Forevermark is telling a love story through a series of chapters on a dedicated Web page, tying into the theme of "two is better than one" for its new two-stone jewelry line.

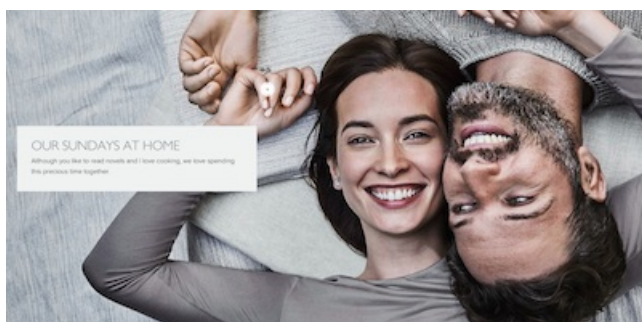
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The jewelry designer is luring couples that think of themselves as best friends, with its two-stone diamond campaign to build on the theme that life is better as a pair. Forevermark's Ever Us campaign site includes a series of posts from a fictional couple from each of their perspectives, which ties into a video.

"After launching the Ever Us' two stone category with Signet last year, we decided to bring the concept to life through our own television commercial that would create an emotional connection with the Forevermark customer," said Charles Stanley, President of **Forevermark** US.

Diamond's are forever

Forevermark's video opens with a cityscape and is narrated by the male counterpart of the fictional couple. His significant other is shown walking through the city, while he starts by saying, "All day you pursue your dreams."



Forevermark's online Ever Us campaign

The video cuts to the narrator as he is also working and trekking through the streets, as he says, "and I pursue mine." Each of the two are shown finishing out their days, until she is shown running through the rain and he pulls up in a

cab beside her.

When she enters the cab, the two embrace and a close up of the Forevermark two-stone ring is shown, which she has been wearing all day.

Ever Us' dedicated page on the Forevermark site paints a more in-depth picture of the couple. Users can scroll through the story of the featured couple's love, written in the first person by each of their perspectives.

For instance, in Chapter One, titled "It All Happened on a Thursday Afternoon," the woman describes how he caught her eye and asked if they have never met before. The two get to know each other and are intrigued by their enthusiasm in their respective careers.



"She" enjoys photography

The four chapters walk readers through the fictional couple's relationship including their first kiss and their current lives together, ending with the phrase "together we shine twice as bright" and a featured ring.

Campaign success

Forevermark also recently helped consumers find the one diamond that will most express their love through an advertisement on Departures' Web site.

The jeweler took over the homepage of the Time publication with an interactive multimedia placement for its "The One" campaign, which highlighted the selectiveness of the diamond purveyor. By including video and a series of images, Forevermark was able to tell a story about its diamonds that went beyond appearance ([see more](#)).

Also, on Earth Day April 22, Forevermark was one of the luxury companies that used the holiday as a conversation starter about their environmentally-friendly efforts.

Forevermark shared that its sourcing and production prioritizes the "protection of the natural world, the ultimate source of our diamonds" ([see more](#)).

"The commercial focuses on two individuals, each with their own unique aspirations and goals, coming together to form a powerful bond rooted in friendship and love," Mr. Stanely said.