

JEWELRY

Diamond Producers Association returns to the Oscars with film-like spot

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Video still of DPA's Runaways

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The Diamond Producers Association is making its first televised appearance during the 89th Academy Awards in more than a decade by featuring a continuation of the "Real is a Diamond" campaign narrative.

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This upcoming Academy Awards ceremony, broadcasting on ABC Network on Feb. 26, will feature a new Real is Diamond ad from DPA. Hollywood celebrities decked out in high-jewelry on the red carpet places diamonds within the Oscars conversation, but featuring a commercial that is film-like in production aligns the DPA with the motion pictures being honored at the ceremony.

"'Real is Rare. Real is a Diamond' is the first diamond marketing initiative to air during the Oscars in a decade," said Deborah Marquardt, chief marketing officer at Diamond Producers Association. "We'll be premiering Runaways,' a provocative short film with a modern take on love and diamonds.

"The Real is Rare. Real is a Diamond platform from the Diamond Producers Association seeks to connect diamonds with new generations in a way that is highly personal and emotionally relevant," she said. "It acknowledges a desire to demonstrate commitment in more individualistic, but equally sentimental and significant ways."

Marketing to millennials

DPA's television spot, Runaways, is an installment of its current campaign that shows a modern take on love. Runaways focuses on the tale of two significant others who started their relationship fast and passionate.



Footage of the two are shown being playful with each other on a farm, chasing chickens and joking around in bed. While the footage is shown, a voice over from the male discusses their relationship, his fears and his feelings.

The DPA is petitioning millennials who no longer value traditional marriage conventions with its video campaign to keep the diamond custom alive in the modern world.



Social conventions have greatly shifted in recent years with many individuals, especially those in the millennial demographic, no longer finding it necessary to marry their significant other.

The new notion can be threatening to the diamond industry, which relies heavily on the sale of engagement rings, but the DPA is hoping to stay relative with these consumers through its Real is a Diamond campaign that began in October 2016 ([see more](#)).

Oscars marketing

Airing the commercial during the Oscars is a strategic move to connect with the artistry and storytelling of the night. The DPA is hoping to appeal to the new consumer with its campaign, on a highly viewed televised event.

The Runaways ad takes the form of a film, which DPA hopes will fit seamlessly into the content celebrated at the Oscars.

Swiss watchmaker Rolex is also celebrating the role its timepieces have played in cinematic storytelling by aligning with the 89th Academy Awards.

For the second year in a row, the brand will be the exclusive sponsor of the Oscars Greenroom at the Dolby Theatre, decorating the ceremony's lounge where VIPs can gather backstage. Celebrating its role in this year's event, Rolex has teamed with filmmaker James Cameron to share his own story centered on a significant watch ([see more](#)).

"What's unique about this particular execution of the Real is Rare. Real is a Diamond platform is that Runaways will be a departure from the standard diamond advertising the world has become accustomed to," Ms. Marquardt said. "The story is a cinematic, alternative fairy tale that celebrates love, passion and connection - and sees life together as an adventure.

"Having its television debut during the Academy Awards broadcast, one of television's biggest nights of the year, is the perfect opportunity to start a new diamond narrative with consumers around the moments and relationships in our lives that are authentic, precious and increasingly rare," she said. "Real is Rare, Real is a Diamond is about something not often found in the modern world - a real connection between two people.

"Authentic, precious, singular - just like a diamond."

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