

JEWELRY

Diamond Producers Association quadruples marketing budget for 2017

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A still from the DPA's Real is Rare campaign

By STAFF REPORTS

Following an advertising push in 2016, the Diamond Producers Association has increased its marketing budget for 2017 to \$57 million.

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Promoting its message of "Real is Rare," the advocacy group for diamond mining companies debuted new multichannel creative on June 6 at jewelry trade show JCK. With changing consumer behavior and values, the organization has been turning more toward marketing to prompt sales.

Multichannel message

DPA's board of directors approved its marketing budget, which is more than four times last year's amount.

"The board's decision is a major turning point for the Diamond Producers Association and the diamond industry," said Stephen Lussier, chairman of DPA, in a statement. "All Board Members are aligned behind the goals and plans of the DPA, which is now fully equipped to fulfill its mission of communicating to next generation consumers about the timeless beauty and emotional value of diamonds.

"We look forward to working closely with the diamond and jewelry trade and with other industry organizations to build a stronger future for our sector."

DPA's marketing plan this year is based on insights from custom research it conducted. For the first time, the organization will be advertising in outdoor and print media, with additional visibility planned through digital media and cinema placements.

While the advocacy group has previously relied on television and digital to get its point across ([see story](#)), now, it will be targeting media in the bridal, fashion and lifestyle spaces such as Marie Claire, Brides and People. The campaign creative by agency Mother New York that premiered during JCK is an extension of the brand's television and digital effort from last October.



DPA print campaign. Image courtesy of DPA

Last fall, DPA petitioned millennials who no longer value traditional marriage conventions with a 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 new video ([see story](#)).

Building off this idea, the five single-page ads shot in New York in March focus on engagement and bridal jewelry.

"The campaign features real couples, and the images show stolen moments' of tenderness where the diamond jewelry is treated as an unmistakable gift of love," said Deborah Marquardt, DPA's chief marketing officer.

A video campaign planned to roll out in the fourth quarter will be accompanied by a retail training program to reinforce the message.

Along with its expansion into new channels, Real is Rare will make its way to India and China this year.

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