

JEWELRY

DPA makes impressions on millennial consumers with storytelling investments

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DPA's storytelling campaign "The Other Party"

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The Diamond Producers Association is making an impression on younger consumers with marketing tactics aimed to appeal to the shifting values of millennials.

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DPA garnered 1.5 billion media impressions from its paid campaigns within the younger segment of consumers aged 21 to 34. The campaign devoted significant attention to digital and social media aspects, which made up 42 percent of the effort.

"The creative effectively connected with consumers through emotion-led storytelling that showed diamonds as an authentic symbol of our most precious relationships and meaningful connections," said Deborah Marquardt, chief marketing officer at DPA.

Millennial engagement

DPA invested \$40 million between June of 2017 to June of 2018 on placements in television and video, digital and social media, print and out-of-home media.

The campaign reached 98 percent of its core audience, with an average of 20 times throughout the year.

As part of its "Real is Rare" campaign, DPA released a recent ad named "The Other Party," which depicted close ups of a couple holding hands at a party outside underneath a table. The ending shot focuses on the women's ring.

DPA's The Other Party

The organization has stated that these spots increased interest and consideration for diamonds as well as favorable opinions.

Positive response has prompted an increase in the DPA's global advertising budget to \$70 million, with \$50 million devoted to the United States.

DPA's The Reveal campaign

DPA plans to spend \$20 million between July and December of this year on paid media, PR programs, research, education and advocacy initiatives.

Current content will continue into this year's fourth quarter with new additions catered to female customers.

DPA initiatives

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

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

The Diamond Producers Association also paralleled the making of its diamonds to the training lifestyle of an Olympic athlete in a recent topical campaign.

In a bid to coincide with important cultural events, DPA partnered with the NBCU Content Studio in the creation of its Olympics campaign. Throughout the Games' coverage, the organization debuted three videos dedicated to various athletes' stories and how their rise to success is similar to the making of a diamond ([see story](#)).

"We are very pleased with the results, which confirm we are moving the needle on consumer sentiment," Ms. Marquardt said. "We see desire for diamonds improving, with consumers saying that diamonds are the ultimate gift of love, and an important part of rare and special relationships."

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