

JEWELRY

DPA promotes self-purchasing with Oscars ads

February 21, 2019



DPA's For Me, From Me campaign. Image courtesy of DPA

By STAFF REPORTS

The Diamond Producers Association is prompting women to reward themselves with jewelry during one of Hollywood's glitziest events.

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DPA is running an advertising campaign during red carpet coverage of the Academy Awards, using the televised event as a platform to inspire women to buy diamonds for their own enjoyment. Recently, the organization has been ramping up its marketing investment in an effort to inspire diamond purchases, particularly among a younger consumer set.

Self gifting

DPA's "For Me, From Me" campaign features a number of women admiring their gifts to themselves. The women depicted are of varying ages and are shown celebrating certain milestones with their jewelry.

The spots will run on E! during its red carpet coverage, as stars show off their own bling. DPA will have both picture-in-picture placements before commercial breaks and digital content.

DPA's For Me, From Me ad

A DPA gallery will take over E!'s Web site and Instagram account, reaching consumers in a second-screen experience.

Following the Oscars, the ads will run via print, television, digital, out-of-home and in-store placements through this fall.

According to DPA, one-third of all diamond purchases today are women buying for themselves.

"Previous Real is Rare, Real is a Diamond campaigns established diamonds as the ultimate symbol of realness and authenticity in love and in life," said Kristina Buckley Kayel, managing director of North America for the DPA, in a statement. "Our latest campaign celebrates the distinct pride and joy women feel in purchasing a diamond for themselves, a celebration of self that is beautifully embodied by the enduring qualities of a natural diamond."

"It's timely for the diamond industry to acknowledge the different needs and mindset of the female self-purchaser and position itself to optimally service her."

Contrary to traditional marketing that positions jewelry as a gifting item, millennial women are more apt to buy pieces for themselves than to receive them from others.

A recent report from MVI Research found that more than half of millennial age women indicate themselves as the primary buyer of jewelry in their households. Luxury marketers have begun to evolve their messaging surrounding jewelry, but as millennials become a bigger consumer base for high-end goods, it will become even more important to appeal to women themselves ([see story](#)).

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