

JEWELRY

## Forevermark spotlights everyday love with engaging series

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*Forevermark's new campaign stars real couples. Image credit: Forevermark*

By SARAH RAMIREZ

De Beers Group's Forevermark is encouraging individuals to perform and share acts of love, as the fine jeweler launches its first large-scale campaign since refreshing its digital strategy.

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Forevermark's "Live and Love" campaign examines real-life relationships, even moving beyond romances to explore the bonds between families and friends. A social media component looks to further engage consumers by celebrating everyday moments.

### Everyday love

To establish a sense of accessibility and relatability, the Live and Love short film series features men and women of diverse ages and nationalities.

In addition to a master film, the series includes vignettes offering a closer at certain relationships. The primary short was also adapted for audiences in markets that do not speak English, including Thailand and Turkey.

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The small things that we do everyday build forever, and we shouldn't just notice them, we should live them.  
#LiveAndLove

A post shared by Forevermark (@forevermark) on May 16, 2019 at 9:51am PDT

*Forevermark's "Live and Love" film is available on YouTube and Instagram*

The minute-long short is set to a modern, uptempo score and features a montage of different couples and families with title text adding context.

Slowly, the text spells out "live" before changing based on the scenes shared.

"Live for her, live for him, live for them, live for you," the text reads, briefly showing scenes such as a gay couple relaxing on a couch and a dancer looking in a mirror at a studio.

Focusing on authentic moments, a couple is shown brushing their teeth together with texting reading "live for the everyday." A different couple argues in their scene, titled "live for the drama."

Another scene reads "live a life" and shows an older couple sharing a kiss in front of a waterfall and "live it right now" gives viewers a glimpse of a proposal. The film concludes with the end title, "live and love."

On a microsite for the campaign, Forevermark further explains that love is action, not just feelings.

To put this philosophy into practice, social media users are encouraged to do something daily for someone they love and share photos with the hashtags #21DaysofLove and #Forevermark.

#21DaysofLove is also the theme for the campaign's accompanying films.

*A new campaign from Forevermark focuses on actions instead of jewelry*

In an episode featuring three women, one asks "What can we do daily to build our friendships?" The short allows the women to explain how attention is essential to healthy friendships, such as they one they've built after meeting at work.

Another episode follows a mother-daughter pair in Tokyo, who describe their relationship as "best friends." Two couples are also featured: husband and wife pair William and Jade, and boyfriend and girlfriend Ismail and Chloe.

Forevermark marketing

Live and Love is not the first time Forevermark has turned to first-person storytelling in its marketing.

The jewelry designer previously appealed to 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 included a

series of posts from a fictional couple from each of their perspectives, which tied into a video ([see story](#)).

As fine jewelry finally catches up to digital retail, Forevermark is hoping to gain some ground with its own ecommerce site.

The Web site will be the first of Forevermark's own platforms and will include live chat bots and an appointment scheduler. It will launch with only two collections, its Forevermark Alchemy collection by Jade Trau and the Forevermark Tribute Collection, ranging in prices from \$549 to \$8,650.

The company predicts that the site will generate less than 20 percent of its sales, and sees the Web site as a consumer engagement tool rather than a big sales driver ([see story](#)).

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