

JEWELRY

## DPA campaign focuses on a diamond's journey

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*DPA's campaign looks at diamonds throughout history. Image credit: DPA*

By STAFF REPORTS

The Diamond Producers Association is touting the lengthy process behind natural diamonds in the latest chapter of its "Real is Rare, Real is a Diamond" campaign aimed at a millennial audience.

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Launched Oct. 7, "The Diamond Journey" chronicles the roles that diamonds have played throughout human history, as a sign of affection or an heirloom. An alliance between the leading mining companies, DPA has been working to promote and differentiate natural stones from lab-grown diamonds through storytelling.

Diamond differentiation

DPA's campaign, developed with creative agency BBH London, is centered on a three-minute-long film. The short was directed by Ian Pons Jewell, whose work includes ads for Audi and Lexus.

Set to a score by Oscar winner Atticus Ross, the film opens with the idea "before there was life, there were diamonds." A diamond is shown forming amid magma before being launched out of a volcano.

A young woman then finds the diamond in a body of water. This is meant to portray the early discovery of diamonds by humans in Indian caves between the 4th and 6th centuries B.C.

Later scenes show diamonds being presented to individuals as a sign of commitment. As time evolves, these presents change from loose stones to diamonds that are polished and set into rings and other jewelry.

Within the film, there is also a depiction of the first engagement ring, which Archduke Maximilian of Austria is said to have bestowed upon Mary of Burgundy. Keeping a timeless look, the design featured is a cushion cut set in gold.

The film even hints to the future, showing a young woman sits on a vessel that seems to be traveling to space. She wears a diamond necklace that is floating as if unencumbered by gravity.

DPA leaves the viewer with the campaign tagline, "3 billion years in the making."

*DPA's The Diamond Journey campaign*

"The Diamond Journey' tells the timeless and epic story of natural diamonds in a new and modern way," said Jean-Marc Lieberherr, CEO of the DPA, in a statement. "We know from research that the majority of consumers are unaware that diamonds are the oldest thing they will ever touch or own it's a powerful message that resonates and one this campaign celebrates with the tagline '3 billion years in the making' across all its assets and, in some instances, also includes 'Before there was life, there were diamonds'."

"This cinematic campaign invites the viewer to discover the legacy of natural diamonds from their geological formation, their transformation from rough to polished and their journey through human history to becoming an ultimate embodiment and symbol of love, connection and heirloom," he said.

The three-minute film will be repurposed into 60-, 30- and 15-second clips. On social media, DPA will be sharing stills as well as clips ranging from six to 10 seconds.

On the campaign Web site, DPA is presenting the film alongside a timeline that explains significant moments in the history of diamonds.

The campaign will extend to digital media on Oct. 15, with placements on publications such as *The New York Times*, Conde Nast titles and *Sports Illustrated*.

Also in October, the campaign will begin running on social media and television, including spots airing on ESPN during NFL games and NBC during "The Today Show" and primetime. DPA will also sponsor holiday movies on Hallmark.

The multichannel campaign will extend to out of home, with placements in Grand Central Terminal, JFK and LAX, as well as in-flight screens. Rounding out the push will be print and cinema advertising.

DPA is launching this campaign ahead of the holiday gifting season. The organization is also giving retailers assets to use, enabling them to magnify the message.

This campaign is targeted at an audience of 21- to 39-year-old consumers. Millennials have been a core consumer base for other DPA marketing efforts.

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

DPA ran 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 ([see story](#)).