

JEWELRY

## De Beers vows to start a new chapter in purposeful campaign

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*De Beers has launched a new global campaign. Image courtesy of De Beers Group*

By SARAH RAMIREZ

Diamond company De Beers Group has unveiled an emotive global campaign that looks to resonate with more sustainably-minded consumers.

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The multichannel effort, "I Do," reinterprets the phrase "I do" and celebrates different forms of commitment. It also reflects De Beers' updated "one brand, two houses" strategy by centering both De Beers Jewelers and De Beers Forevermark.

"For more than a century, De Beers has played a central role in helping people express their enduring commitment to their partner through the symbolism of diamonds," said David Prager, executive vice president and chief brand officer at [De Beers Group](#), London.

"As the meaning of I do' evolves, so too does the symbolism of diamond jewelry, relevant for all kinds of commitments made throughout life, during both momentous and small moments, that we want to commemorate," he said. "The new De Beers advertising campaign builds on this traditional commitment, expanding out the meaning of these well-known and powerful words to encapsulate the wide range of commitments that are important to a new generation of consumers: commitment not only to love but also to their own personal development, to their friendships, to their families, to society and to the natural world.

"As its meaning evolves and deepens, the statement I do' is more relevant to consumers than ever."

Reinterpreting I do'

The campaign opens with a romantic scene of a couple embracing during a golden hour breeze. They are surrounded by empty tables, the remains of an intimate gathering.

"I do' are not just words you say to someone else," a woman says in a voiceover. "They're words you say to yourself and to the rest of the world."

*De Beers examines I do' from different perspectives*

A montage begins, showing a graduate in a cap and gown overlooking a city and another couple in the back of a taxicab. Other scenes show a father holding his infant son and a group of friends walking along the beach.

"I do' is not just saying yes," the narrator continues. "It's sometimes more about saying no."

Looking beyond the romantic and heterosexual relationships often at the center of diamond campaigns, the montage features a diverse cast and relationships with friends, oneself, families and LGBTQ+ couples.

"I do' is loving and celebrating yourself in every possible way," the narrator explains. "It's more than an answer it's a promise.

"Staying faithful to yourself, for better or for worse, for now and forever."

Other scenes include a young woman relishing the joy of a new dress and perhaps newfound freedom and a young couple at a school dance, in addition to more couples passionately embracing and locking lips.

"Today we see a new generation of consumers who wish to communicate a wider commitment: a commitment to their own personal development, to their friendships, to their families, to society and to the natural world," said Bruce Cleaver, CEO of De Beers Group, London.

"The meaning of I do' has expanded and it's more relevant than ever and diamonds have a broader spectrum of meaning than ever before."

To never stop committing to myself  
and to the rest of the world.



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A DIAMOND IS FOREVER

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*Multiple diamond jewelry collections are featured in the new campaign. Image courtesy of De Beers Group*

The closing scene shows a young woman, independent and powerful, staring into the camera. She is riding a horse as the sun sets.

Much of the campaign is shot outdoors in forests, fields and by the water in a subtle nod to the evolving importance of nature in the De Beers' brand. This also underscores the jeweler's commitment to communities around the world, a theme increasingly highlighted in De Beers' marketing efforts.

"It encapsulates the essence of our brand's purpose and enables consumers to interact with it in new ways as it aims to take a traditional statement representing commitment and symbolized through diamonds to a bold new place to communicate what the brand stands for," Mr. Prager said. "For the first time both jewelry houses, De Beers Jewellers and De Beers Forevermark are featured together in the same powerful campaign marking the shift to a unified,

consumer-centric and purpose-driven De Beers brand."

#### Thoughtful marketing

De Beers Group and other diamond brands have been diversifying their marketing to encompass more than romantic relationships, reflecting growing consumer interest in self-gifting and sustainability.

In March, De Beers Group's diamond brand Forevermark launched its latest jewelry collection Avaanti, hoping to inspire consumers to realize their strength and potential every day.

Each piece in the Forevermark Avaanti collection sweeps around like a ripple in water, symbolizing new beginnings. With the corresponding campaign, the new collection aimed to make a statement towards confidence and making positive change in the world ([see story](#)).

Similarly, 2018's Forevermark #BetterHalfWithinMe campaign was created with Indian women in mind and spotlights half-carat diamonds that women buy for themselves, as opposed to jewelry that was received as a gift. Instead of portraying diamonds as a symbol of romance, the jewelry is presented as motivation or reward for pursuing personal goals ([see story](#)).

Last fall, De Beers Group introduced a new project in the hopes to educate consumers about responsible sourcing and sustainability within the industry.

"Reset" is series of collaborations between De Beers Group and emerging jewelry designers to spotlight the positive impact of the natural diamond industry. The first initiative is Reset Collective, which features new works from five designers ([see story](#)).

The new "I Do" campaign marks a turning point for De Beers and will have a multichannel presence.

"In the U.S., the 360 campaign will include streaming and online video, digital display and programmatic, print, paid search, paid social and out-of-home across 19 cities in the U.S. and Canada," Mr. Prager said. "The campaign launched on Nov. 1 and will be rolled out across all media channels and platforms throughout the rest of 2021.

"The campaign will continue through 2022."

In late 2020, the diamond group restructured its senior management with a focus on sustainable impact and social purpose.

Among the changes, De Beers has merged its London-based consumer and brands team with its corporate affairs unit into a new department, brands and consumer markets. By having one team dedicated to consolidating brand marketing with the group's social purpose, De Beers hopes to better engage values-minded consumers ([see story](#)).

"With all our marketing investment consolidated behind our iconic brand name, we will amplify the emotional meaning that diamonds from De Beers hold for consumers, highlighting the positive impact they have in the world and the exceptional beauty of those selected for our jewelry houses," said De Beers' Mr. Cleaver.