



DPA Eyes Chinese Millennial Market

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*T*he Diamond Producers Association (DPA) unveiled its China marketing program at the recent Hong Kong International Jewellery Show, as it plans to launch in the country in July.

The DPA's "Real is Rare, Real is a Diamond" initiative, which has already launched in the US and India, is the industry's first generic-marketing initiative in 10 years. The DPA hopes to appeal to the millennial desire for real experiences by emphasizing the rarity and preciousness of diamonds.

"[This is] the next step in our global platform, which is all about connecting Chinese millennials with diamonds," Jean-Marc Lieberherr, CEO of the DPA, said last week. "We look forward to continuing to engage with China's extensive diamond and jewelry community to inject new energy into the diamond category."

DPA research shows that young Chinese couples demonstrate their love through daily acts of care, tenderness and consideration. The group's first campaign — which includes online TV ads, cinema, and digital and social-media marketing — will focus on these findings, aiming to present diamonds as a genuine symbol of love with the power to inspire such gestures.

"China is an important global consumer market and presents a significant opportunity for us," said DPA chairman Stephen Lussier. "The DPA plays an important role in ensuring the entire diamond and jewelry community can realize the full potential of this market."