

Diamond Producers Association Releases New Generic Ads

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Source: JCK online

Diamond Producers Association (DPA), the 2-year-old group responsible for category-driving advertising for the diamond industry, has released several new ads intended to promote diamonds for the holiday.

This year's "Real is Rare" executions seem a little more conventional than its first batch, possibly because the organization is now shifting to targeting older millennials.

The three commercials, "The Reveal", "The Other Party" and "A Girl Like You" portrays a married couple, a young engaged couple and a same-sex couple respectively.



To view full commercials, visit https://www.youtube.com/watch?time_continue=1&v=3ngJABRfzCY.



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