

DIAMOND PROMOTION SERVICE



The Diamond Promotion Service & Modern Jeweler Resource Guide for

# Diamond Trading Company 2007 Marketing Programs



A DIAMOND IS FOREVER

# MODERN JEWELER

## THREE BEACONS OF SUCCESS

The Diamond Trading Company and its agency JWT have proved year after year that brilliant diamond jewelry product ideas can drive immense market growth.

Each year, *Modern Jeweler* celebrates new diamond jewelry designs with a special annual catalog sponsored by the Diamond Promotion Service. In years past, the catalog has focused on one diamond jewelry category. This year, we've raised the stakes and focused on three. That's because 2007 diamond advertising will be stronger than ever this year, promoting not just one diamond category but several: Journey Diamond Jewelry, Three-Stone Jewelry, and Right Hand Ring.

By focusing your own marketing efforts on these three categories, you'll be able to maximize your benefit from DTC advertising and promotional campaigns. The collection of beautiful and brilliant jewelry styles in the pages that follow is specifically designed to help you take advantage of the amazing sales opportunity created by these three diamond jewelry core programs. Design drives consumer desire, so make sure you have a great selection of compelling new styles like these in each category.

Be sure to visit the DPS booth at the JCK Las Vegas show and [www.dps.org](http://www.dps.org) to see a selection of the Journey Diamond Jewelry, Right Hand Rings, and Three-Stone Jewelry that is featured in this catalog and the synergistic marketing material that is available to you.

Powerful emotion in the DTC advertising is sure to inspire consumers across America to celebrate with diamonds, not only during the holiday season but all year long. And, with the help of the beautiful diamond jewelry designs in this resource guide, your store will become a diamond destination for all of life's celebrations.



Cheryl Kremkow  
*Editor-in-Chief*

MODERN JEWELER

# It's statistics like these that generate momentum!

- ✓ IN 2006 TOTAL DIAMOND JEWELRY SALES INCREASED 6.1% OVER 2005
- ✓ TOGETHER, DTC AND THE INDUSTRY GREW WOMEN'S DIAMOND JEWELRY BY 86% FOCUSING ON CORE CONCEPTS
- ✓ THE AVERAGE PRICE PER ITEM INCREASED 9%

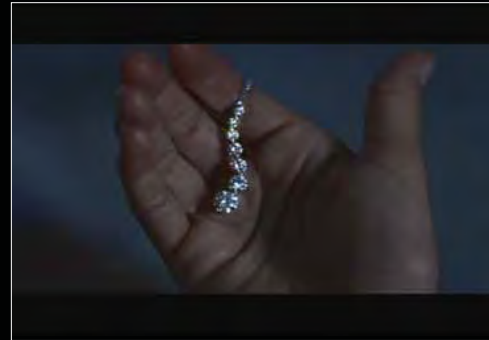
The Diamond Trading Company is building on this growth and encouraging our industry to continue raising awareness and maximizing the success of core programs—JOURNEY DIAMOND JEWELRY, THREE-STONE DIAMOND JEWELRY and RIGHT HAND RINGS—to strengthen the market foothold even further.

Each of these programs showcase beautiful jewelry designs and communicate powerfully that diamonds are the way to express both loving sentiments and celebrate life's momentous occasions. This is a solid mix of marketing strategies that have already proven themselves and have also shown there is significant room for ongoing sales growth.

You can be the recipient of the success of these programs by continuing to align your store messaging with that of the Diamond Trading Company and developing cohesive campaigns that reinforce a consistent message to the consumer.

The power of uniting together can also be seen in the great job the industry has done to keep consumer confidence up. It is essential to continue earning the trust of the customer, making them feel comfortable about purchasing diamonds from you.

The information in this resource guide outlines the integrating marketing campaigns that Diamond Trading Company will be supporting leading up to the holiday season. You'll also notice great designs that you can source from manufacturers who are aligning with these programs.



PRINT ADVERTISING  
CAMPAIGN "LINE"



TELEVISION COMMERCIAL  
"SLEEPING BEAUTY"

## *Journey Diamond Jewelry* Already a key driving force in the market

It was just a year ago when JOURNEY DIAMOND JEWELRY, the latest gift of love product, featuring four or more diamonds graduated in size, bounded into the marketplace as the next big thing. Journey didn't disappoint, delivering excellent results among those who embraced the concept. In 2006 nearly 1.1 million journey pieces were sold representing almost one billion dollars.

Research indicates that only one in five women have heard of JOURNEY. That translates to 80 million female prospects that have yet to encounter JOURNEY, thereby creating exceptional potential for increasing your JOURNEY DIAMOND JEWELRY sales. To make it happen, the Diamond Trading Company is continuing to support a potent integrated marketing program, reinforced with an inspiring updated tagline, "*With every step, with every stone, love grows,*" which will reach your customers and resound with the feeling of intimacy, individuality and uniqueness of their personal journeys.

Those consumers familiar with the JOURNEY concept identified their design preferences to include *Drops, Curves/Vines, Circles, Zig-Zags, Hearts* and *Ladders* as the most popular JOURNEY DIAMOND JEWELRY motifs. So, when merchandising your store, maximize your collection by mixing and matching all motifs.

### Print Advertising

The campaign, called "*Line*" that launched last February featuring a variety of designs will continue running

in female-oriented publications including *InStyle, W, Vogue, Elle Décor, Architectural Digest, Gourmet* and *Town & Country*.

### Television

A re-edited version of the 2006 Holiday commercial, "*Sleeping Beauty,*" will be airing prime time on network and cable stations; created especially to drive consumer demand and inspire purchases.

### Public Relations

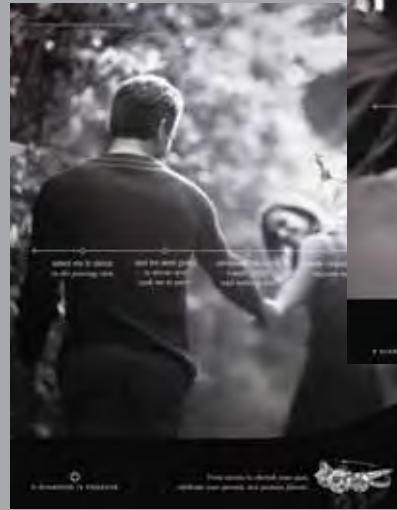
Ongoing high visibility PR programs will include targeted editorial and celebrity placements, bringing important cultural significance to Journey.

### Online

During key periods, online media will support Journey and a Microsite on [www.adiamondisforever.com](http://www.adiamondisforever.com) will feature a gallery of Journey designs.

### Available Marketing Resources

- ◆ DPS has all the marketing and training materials you need to create a unified campaign for Journey Diamond Jewelry. See it all at [dps.org](http://dps.org).
- ◆ To learn how to air your own high quality JOURNEY DIAMOND JEWELRY commercial in your local market, see the commercial section or visit [Spotrunner.com/dps](http://Spotrunner.com/dps).

PRINT ADVERTISING  
CAMPAIGN "TIMELINE"

## Three-Stone Diamond Jewelry Building on the Past, Present, Future Concept



Since its inception, consumers have purchased over 20 million pieces of THREE-STONE DIAMOND JEWELRY, generating \$17 billion in retail sales. Clearly the PAST PRESENT FUTURE (PPF) concept has resonated with consumers and is an important niche

category in the market. Through consistent advertising and ongoing retail commitment, consumers are embracing the romance and sentiment of this core program. Retailers nationwide are capitalizing on the selling power of THREE-STONE DIAMOND JEWELRY as the perfect gift of love.

Statistics show there is substantial growth opportunity for THREE-STONE DIAMOND JEWELRY in 2007.

- ◆ For the second consecutive year, the THREE-STONE DIAMOND JEWELRY market grew double digits; sales are up +16% versus 2005
- ◆ Nearly 3.9 million pieces of THREE-STONE DIAMOND JEWELRY were sold
- ◆ Rings were the most popular type of THREE-STONE DIAMOND JEWELRY growing in both volume and average price
- ◆ 1 in 5 'heavy owners' want THREE-STONE DIAMOND JEWELRY as their next piece

- ◆ Consumer awareness (measured in ATS) is high: 78%

In June, a newly refreshed tagline, "Celebrate Your Present, Cherish your Past, Promise Forever" will be featured in all marketing communication materials. Use this tagline in your store materials to create a consistent message.

### Print Advertising

"Timeline," the successful print campaign will be modified to showcase new THREE-STONE DIAMOND JEWELRY designs and will run June through September 2007 in Lifestyle, Finance, Sports, Travel and Epicurean publications.

### Online

A microsite on [www.adiamondisforever.com](http://www.adiamondisforever.com) will showcase THREE-STONE DIAMOND JEWELRY designs which will be supported by special promotions.

### Available Marketing Resources

- ◆ To see all the high impact THREE-STONE DIAMOND JEWELRY marketing and education materials available to you, visit [dps.org](http://dps.org).
- ◆ THREE-STONE DIAMOND JEWELRY commercials are available at [www.Spotrunner.com/dps](http://www.Spotrunner.com/dps). Select an ad, customize it for your store and coordinate a media plan. See the commercial section for more information.



## *Right Hand Ring* Hands Continue to be Raised in Praise of Diamonds

From the start, women embraced the idea of RIGHT HAND RINGS. Today, the success is witnessed with a total growth of this category, since its inception, of 46% or \$1.644 billion in retail value.

- ◆ In 2006 sales increased 10%, reaching \$5.2 billion
- ◆ Growth was driven by average price reaching \$1,153 (up 23% vs. year average)

The DPS will build on this sales success by leveraging the Spring and Fall fashion seasons, creating two power-packed integrated marketing programs to generate awareness nationally of the new RIGHT HAND RING collections.

### **SPRING SEASON**

#### **Print**

A new Diamond Trading Company print ad campaign will run in April/May female-targeted and lifestyle media, showcasing a range of new, unique RIGHT HAND RING designs. For campaign details and where to find the featured rings, visit [dps.org](http://dps.org).

#### **Online**

- ◆ During the period of April 16–May 31, a promotion with Elle.com will raise visibility of RIGHT HAND RINGS among the fashion-savvy target through a digital booklet of “*Timeless Classics*.” Users can click through to view diamond rings paired with iconic fashion pieces. The promotion will be supported by a sweepstakes that encourages users to enter to win a “*Timeless*” RIGHT HAND RING.

- ◆ Jewelry.com launched an integrated campaign to promote new collections of RIGHT HAND RINGS.

### **Mass Market Retail**

Macy’s East, Helzberg, Sears, JC Penney, Finlay, Friedman’s and Kay Jewelers will launch an integrated marketing campaign promoting their Spring RIGHT HAND RING collections.

### **FALL SEASON**

Fall is the ideal time to increase desire among women to own a RIGHT HAND RING!

#### **Print**

Similar to Spring Diamond Fever, the Fall program will provide ongoing support around the RIGHT HAND RING campaign in female-oriented fashion and lifestyle publications.

### **Special Media Partnership**

For the very first time, the DPS and *Lucky* magazine will combine efforts to create a unique marketing program that includes a limited edition RIGHT HAND RING collection, partnering with several sought-after female fashion designers. The rings will receive mass exposure via the designers’ retail stores, an insert in the September issue of *Lucky*, an online sweepstakes, and more.

#### **Online**

Jewelry.com will launch the 3rd edition of their highly successful “October is right hand ring Month.”

cont.

### Mass and High End Retail

To promote their RIGHT HAND RING collections, select retailers will launch an integrated marketing campaign.

### Available Marketing Resources

- ◆ Visit [dps.org](http://dps.org) to see our selection of RIGHT HAND RINGS marketing materials.
- ◆ To learn how to air your own high quality RIGHT HAND RING commercial in your local market, see the commercial section below or visit [Spotrunner.com/dps](http://Spotrunner.com/dps).

## Commercials by Spot Runner

### HAVE YOU EXPERIENCED THE POWER OF TELEVISION ADVERTISING?

Without a doubt television is the most powerful form of advertising because it combines motion and emotion to connect with viewers like no other medium. Diamond Promotion Service in partnership with Spot Runner has created commercials featuring *A Diamond is Forever* messaging. Those retailers who have joined the program are already enjoying the benefits of increased awareness among new and current customers, higher store traffic, and growing sales. This turnkey program includes customizable commercials that synchronize your TV advertising with that of the Diamond Trading Company's national campaign. Spot Runner's expert media planners put your ad on traditional broadcast channels like ABC and Fox as well as major cable networks like USA, Bravo, ESPN and A&E exclusively in the areas you service at the times of year you should be on TV. There is a library of high-quality commercials that can be personalized for your store to promote diamond jewelry:

- ◆ Journey Diamond Jewelry
- ◆ Three-Stone Jewelry
- ◆ Diamond Engagement Ring
- ◆ Right Hand Ring
- ◆ Christmas

Log onto [www.spotrunner.com/dps](http://www.spotrunner.com/dps) and select your diamond jewelry ad, create your media schedule and watch your store on TV. For questions, contact Spot Runner toll-free at 1-877-287-2793. TV ads are available on a first-come, first-served basis and media plans must be purchased through Spot Runner to activate the program, including exclusivity.



IMAGE FROM THREE-STONE JEWELRY SPOT



IMAGE FROM DIAMOND ENGAGEMENT SPOT



IMAGE FROM RIGHT HAND RING SPOT

For detailed information on all Diamond Trading Company programs, and to order DPS marketing and sales training material, visit [www.dps.org](http://www.dps.org) or call 1-800-370-6789.



# Journey Diamond Jewelry

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# Three Stone Jewelry



Diamond Cutters & Co.



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# Right Hand Ring

DANIEL K ©2006

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*Caressa*



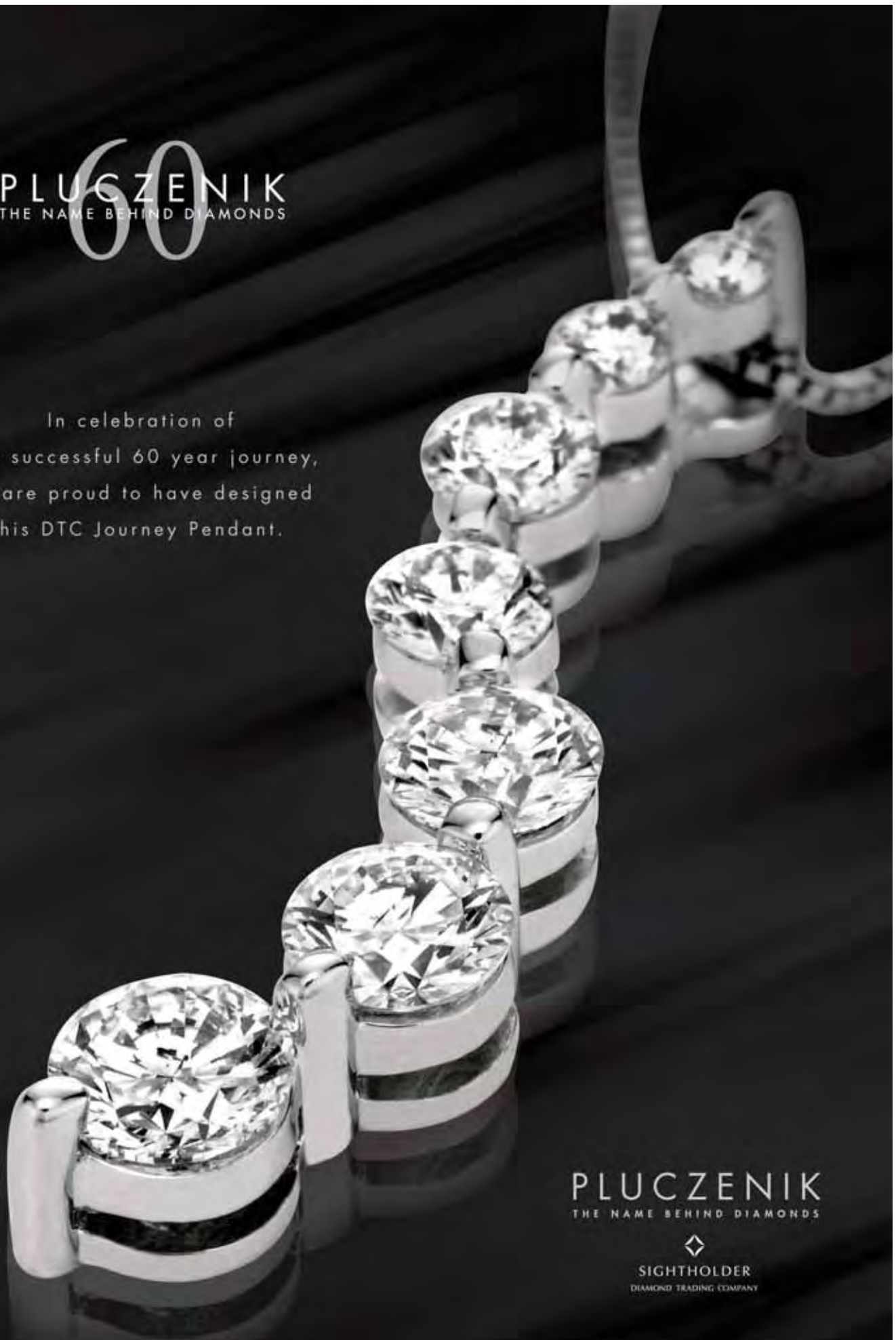
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In celebration of  
our successful 60 year journey,  
we are proud to have designed  
this DTC Journey Pendant.



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