

TRUE DIAMONDS



CAMPAIGN CONCEPT

DE BEERS

A DIAMOND IS FOREVER

Love. Meaning. Truth. Memory. Eternity.

Moments too deep for words - yet perfectly held
by natural diamonds. They are the vessels of what
is real, intimate, and meant to endure.

Will you  *me?*

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Most brands describe emotions.
But natural diamonds express them.

Lets move from storytelling about emotions
to letting diamonds become part of how emotions
are felt and expressed.

No explanation. Pure emotional expression
right through the cultural context.

What's  got to do got to do with it?

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For I can't help falling in  with you

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Music is universal emotion.
Lyrics are modern culture.

They carry memory, identity, and connection:
everything natural diamonds already stand for.

Connecting natural diamonds to culture through
music creates meaning, not advertising.

*So tell me
have you ever really
really, really ever*



a woman?

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*I was
made for*



you, baby.

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*You were
made for*



me!

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Minimalistic. Cultural. Emotional.
Highly adaptable across formats. Shifting tone and
expression from print to film, from music to social.

A single creative idea echoed differently in every
medium - campaignable and enduring.

Paint the town read.

1 5 4 0 B R O A D W A Y

I really need you tonight,  gonna start tonight

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Disney

FOREVER

FOREVER 21

U.S. POLO ASSN.

MINISO



BACK TO THE FUTURE THE MUSICAL
51ST ST
GAGE

NOW ON BROADWAY
"LUSH, BEWITCHING & DAZZLING!"
THE GREAT GATSBY
A NEW MUSICAL
JERRY SEINFELD
EVA MORALES

How deep is your  ? I really mean to learn.

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LET THE WORLD SING WITH US!

By using the huge cultural context of iconic songs,
we connect emotion with meaning - linking what
people feel with what real diamonds can hold..

Until the day the ocean doesn't touch the sand

Now and  I will be your man

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Securing lyric rights is an investment in pure cultural power.
These lines already live in people's hearts.
No copy can match that impact.

And who better to stand beside iconic words
than Real Diamonds?

CHANGE

THE
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CREATIVITY AND VISION.

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