

Natural Diamond Council Debuts Retailer Program



RAPAPORT... The Natural Diamond Council (NDC) has launched a partnership program for jewelry retailers, enabling them to use the category-marketing organization’s advertising materials on a local level.

“As we continue working under a new context where the need for digital content continues to rise, it has become apparent there is an opportunity to collaborate and share resources with diamond-jewelry retailers across the US,” said David Kellie, the NDC’s CEO, in a statement Monday.

The Official Partner Program allows retailers to benefit from the global advertising campaign — “For Moments Like No Other” — that the group released in September, the NDC explained. It also gives them access to digital assets and educational resources that they can push on their own channels. This content is currently attracting more than 300,000 global visitors per day to the NDC’s consumer website, naturaldiamonds.com.

Among the first retailers to participate are London Jewelers, Lux, Bond & Green, Days Jewelers, and Walters & Hogsett Jewelers, the NDC said. It will debut the first installment of cooperative advertising material in the spring.

The NDC — formerly the Diamond Producers Association (DPA) — relaunched under its new name in June, adopting a new focus of providing content about diamonds to a consumer audience. Its most eye-catching move so far was the launch of “For Moments

Like No Other,” a digital, television and print campaign starring Bond actress Ana de Armas.

*Image: “M” ring by Mateo from the Natural Diamond Council’s 2020 holiday trends.
(Adam Savitch)*