

**World Diamond Mark<sup>®</sup>**

Antwerp, January 2014



*A Mark of the World Federation of Diamond Bourses*

The World Diamond Mark<sup>®</sup> is the new **central body** and **not-for-profit organization**  
of the diamond & diamond jewellery industry.

It's the beginning of the largest **educational, accreditation**  
and **generic marketing** programme ever,

to **ensure the health** and **future growth** of the diamond and diamond jewellery  
in the luxury market sector.

**Authorized Diamond Dealer<sup>®</sup>**  
retailer accreditation programme.

**Consumer Promotion**  
of diamonds and diamond jewellery.

TRADE

**ACTIVITIES**

CONSUMER

**Trade Education**  
of diamonds and diamond jewellery for retailers.

**Consumer Information**  
about diamond and synthetic diamond.



**Authorized Diamond Dealer<sup>®</sup>**  
to increase reputation, brand value and revenue.

**Consumer Promotion**  
to increase sales of diamonds and diamond jewellery.

TRADE

**OBJECTIVES**

CONSUMER

**Trade Education**  
to increase knowledge and performance.

**Consumer Information**  
to increase consumer desirability and trust in natural diamonds.





GENERIC MARKETING PROGRAMMES





The **World Diamond Mark**<sup>®</sup> is the leading producer of events, promotion and media content to drive **consumer demand for natural diamonds** and diamond jewellery worldwide.



In the next 2 years, the World Diamond Mark<sup>®</sup> will launch  
**10 marketing programmes:**



GENERIC MARKETING PROGRAMME



### Diamond World Tour

**The most amazing diamond and diamond jewellery exposition tour to keep the dream alive.**

In association with the world most famous jewellery brands, private collectors, designers and diamond producers, the WDM organizes an exceptional and unique exposition around the world: the Diamond World Tour. Objective: to promote diamond and diamond jewellery on the local media scene and give the opportunity to local retailers to be associated to this unique program/exposition.

Launch February 2015.



# #1

## DIAMOND WORLD TOUR

The most amazing diamond and diamond jewellery exposition tour to keep the dream alive.



GENERIC MARKETING PROGRAMME



### My April Diamond

**Buy a diamond jewellery in April and get a chance to win the most beautiful diamond in the world.**

In association with diamond producers, designers and manufacturers, WDM organizes every year in April an international contest to win an exceptional 4 carats diamond ring designed by a celebrity designer. Any jewellery retailer member of a local jewellery association can be associated to the contest.

Launch first semestre 2015.



# #2

## MY APRIL DIAMOND

Buy a diamond jewellery in April and get a chance to win the most beautiful diamond in the world.



#### GENERIC MARKETING PROGRAMME



#### Choose carefully...

**If she or he said yes to your diamond ring, get a chance to win the world's most luxurious honeymoon.**

In association with the diamond industry, airlines and luxury hotels, WDM organizes every year an international contest to win an exceptional honeymoon experience. First class, Room Suites and most romantic time for 20 days around the world. Any jewellery retailer member of a local jewellery association can be associated to the contest.

Launch first semester 2015.



# #3

## CHOOSE CAREFULLY

If she or he said yes to your diamond ring, get a chance to win the world's most luxurious honeymoon.



## GENERIC MARKETING PROGRAMME



### A sparkling gift idea

**WDM jewellery gift card: the gift of choice for diamond jewellery lovers and connoisseurs.**

In association with a credit card company, WDM creates the WDM Gift Card. A prepaid card with special benefits and advantages for diamond and diamond jewellery lovers. Objective: stimulate gift jewellery purchases and redirect the prepaid and gift market to jewellery retail. Any jewellery retailer member of a local jewellery association can be associated to the programme.

Launch First semester 2015.



# #4

## A SPARKLING GIFT IDEA

WDM jewellery gift card: the gift of choice for diamond jewellery lovers and connoisseurs.



GENERIC MARKETING PROGRAMME



**Diamonds from the sky**

**Redeem your airline miles for diamond and diamond jewellery gift card.**

In association with airlines companies and airline alliance programs, WDM offers through partners service the possibility to get gift card voucher in exchange of airlines miles. Objective: access to millions of Airline's frequent-flyer card holders, business and first class passengers. Any jewellery retailer member of a local jewellery association can be associated to the program.

Launch First semester 2015.




#5

**DIAMONDS FROM THE SKY**

Redeem your airline miles for diamond jewellery gift card.



**GENERIC MARKETING PROGRAMME**




**Free Marketing materials**

**WDM promotes and supports small jewellery businesses with professional marketing tools.**

In association with creatives and advertising agencies, WDM gives access to a free catalogue of seasonal ads, indoor visuals, postcards and much more to support marketing and branding initiatives of small and independent retailers. Any jewellery retailer member of a local jewellery association can access to the program and license.

Launch First semester 2015.



#6

## FREE MARKETING MATERIALS

WDM supports small jewellery businesses with promotional marketing tools.





GENERIC MARKETING PROGRAMME



**Diamond Fashion Festival**

**Every year during 2 weeks, jewellery stores become the scene of an incredible diamond show.**

In association with local jewellery associations and retailers, WDM organizes every year the Diamond Fashion Festival. A jewellery retail festival to celebrate the art of diamond jewellery. Objective: create visibility and awareness for diamond and diamond jewellery in the luxury sector and give the opportunity to local retailers to be associated to the program/event.

Launch January 2015.



#7

**DIAMOND FASHION FESTIVAL**

Every year during two weeks, jewellery stores becomes the scene of an incredible diamond show.



GENERIC MARKETING PROGRAMME



**Pick your dream diamond**

**Get 12 months interest free credit when you buy a diamond or diamond jewellery**

In association with banks, WDM makes the diamond dream more accessible to women by offering 12 months interest free credit. Objective: make diamonds more accessible to the general public and make possible the purchase of several diamond jewellery a year. Any retailer member of a local jewellery association can be associated to the program.

Launch January 2015.



#8


**PICK YOUR DREAM DIAMOND**

Get 12 months interest free credit when you buy a diamond or diamond jewellery.

12 months interest free credit



GENERIC MARKETING PROGRAMME




**Sparklingflash.com**

Largest online private sale discount site for diamond jewellery lovers and connoisseurs.

In association with online flash sales special and auctions & private sales leader, WDM creates the world largest diamond jewellery flash sales website. Objective: to develop a high-end discounting and destocking platform for diamond jewellery retailers and diamond jewellery brands. Any jewellery retailer or brand member of a local jewellery association can be associated to the program.

Launch Second semester 2015.



#9

## SPARKLINGFLASH.COM

The largest online private sale discount site for diamond jewellery lovers and connoisseur.



## GENERIC MARKETING PROGRAMME



### Generic media campaign

**Generic consumer marketing programs to drive desirability, awareness and market share.**

In association with partners and sponsors, WDM offers a wide range of support from targeted online (digital, mobile, social media) and mass media advertising campaigns (TV, print, outdoor), trade show and other public relations activities. Objective: make diamond the first choice and stimulate diamond industry growth and development around the world.

Launch First semester 2016



# #10

## GENERIC MEDIA CAMPAIGN

Generic consumer marketing programmes to drive desirability, awareness and market share.



All those marketing programmes will be available for jewellery retailers worldwide and the tender to find the operator partners/service providers will start in March 2014.



AUTHORIZED  
DIAMOND  
DEALER 

THE RETAILER ACCREDITATION PROGRAM

WORLD  
DIAMOND  
MARK 

**Authorized Diamond Dealer**<sup>®</sup> is the most ambitious  
accreditation programme in the history of the diamond industry.



and represents **the ultimate mark of confidence**  
to influence consumer's diamond buying decision.





The programme gives access to educational and degree programmes, trade benefits, exclusive marketing programmes and tools, and give the opportunity to be associated to the most direct and engaging campaign to influence the choice of the consumer when buying diamond or diamond jewellery.



## ADD MARKETING PROGRAMME



### The ADD Campaign

**For a safe and responsible purchase, always prefer an Authorized Diamond Dealer. Always.**

In association with local and international celebrities, WDM creates the « Think Jewellery? » advertising campaign encouraging to buy jewellery only from an Authorized Diamond Dealer. Objective: create the most direct and engaging campaign to influence the choice of the consumer when buying diamond or diamond jewellery. ADD retailer only.

Launch September 2014.




# #1

## THE ADD CAMPAIGNS

For a safe and responsible purchase, always prefer an Authorized Diamond Dealer, Always.



**ADD MARKETING PROGRAMME**




**WDM eCampus**

The online education and degree programs for the diamond and diamond jewellery retail industry.

In association with educational institutions, WDM offers to jewellery retailers free online diamond educational, evaluation and certification programs. Objective: provide high quality programs to support employee skill development and cultivate excellence in the diamond client relationship. Free inscription for ADD.

Launch November 2014.



#2

## EDUCATIONAL PROGRAMME

Educational and degree programmes for Authorized Diamond Dealer retailers.



#### ADD MARKETING PROGRAMME



#### Marketing & PR Resources Center

**An expert team dedicated to support and increase the visibility and awareness of Authorized Diamond Dealers.**

In association with partners and sponsors, WDM offers a wide range of support from ADD marketing materials to ADD targeted online and mass media advertising campaigns, trade show and other public relations activities. Objective: make ADD the first choice of the consumer and stimulate ADD growth and development around the world.

Launch July 2014.



# #3

## MARKETING & PR RESOURCES CENTER

An expert team dedicated to support and increase the visibility and awareness of Authorized Diamond Dealers.



WDM VISION 2020

**By 2020 all natural diamonds, will be sold only by Authorized Diamond Dealers<sup>®</sup>**  
\$200 million annual marketing spending.



## FUNDING MODEL

### One for One

When the World Diamond Mark<sup>®</sup> invests **one** dollar, the diamond industry has to invest **one** dollar.



## Global Partners

to support and fund WDM activities, broaden customer base and gets access to new markets.

## Strategic Retail Partners

to be the first Authorized Diamond Dealer<sup>®</sup> in each country/region and influence the campaigns.

GLOBAL

PARTICIPANTS

LOCAL/REGIONAL

## Industry Stakeholders

to contribute to the WDM and enhance the leading role in the industry.

## Local Partners

to support local WDM initiatives and profit from enrollment and exposure.





Today, more than **30 organizations** around the world support the world diamond mark initiative.



The **World Diamond Mark**<sup>®</sup>,  
it's the end of something, it's the **beginning of everything.**



It's the beginning of the **most influential marketing campaign** in the history  
of the diamond and jewellery industry.





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