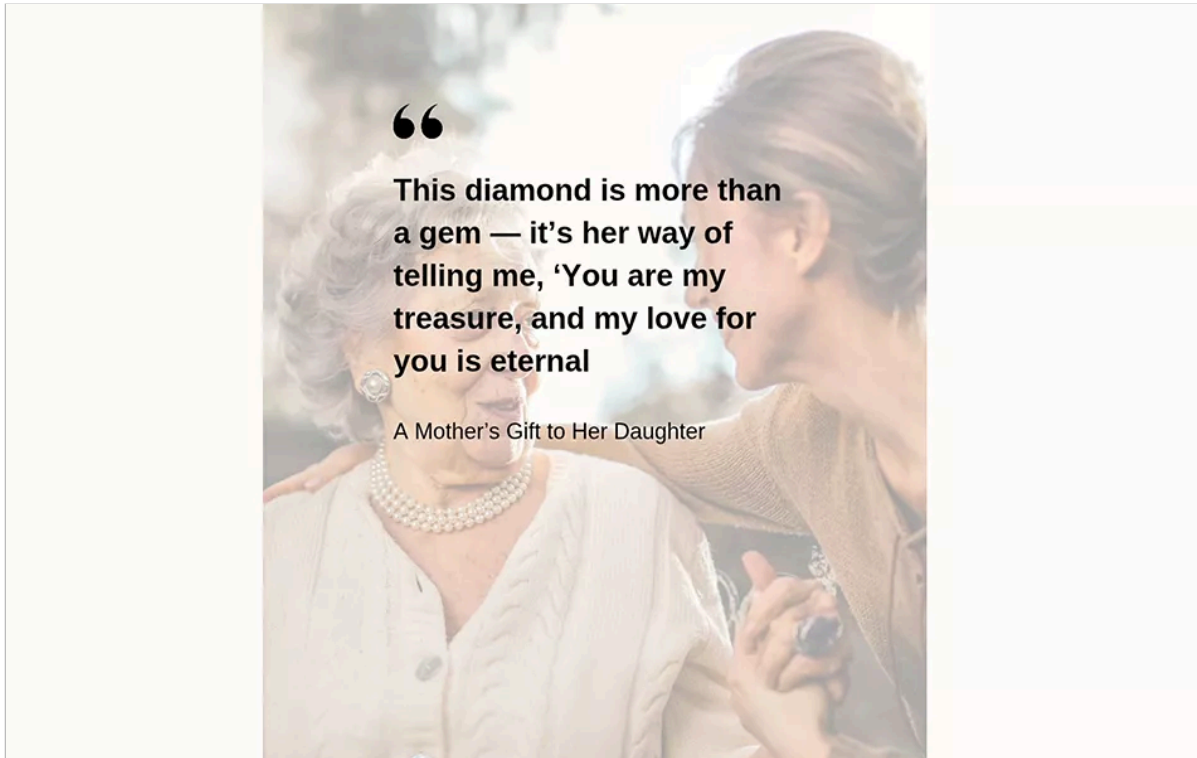


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The campaign, 'Moments', highlights the emotional connection consumers forge between diamond jewellery and milestone achievements. | Source: WFDB

Digital marketing campaign promoting natural diamonds launched

Posted February 04, 2025 | By Samuel Ord

The World Federation of Diamond Bourses (WFDB) has released a new marketing campaign promoting natural diamonds.

The campaign, '*Moments*', highlights the emotional connection consumers forge between diamond jewellery and milestone achievements. Its tagline is "Crafted by Earth, Celebrated by You."

WFDB president Yoram Dvash said the natural diamond industry experienced mixed results during the holiday season.

"We are dedicated to doing our part to place natural diamonds back in their rightful position as symbols of everlasting love," he said.

"However, what is clear is that the industry needs to reposition natural diamonds as rare and emotionally significant, to differentiate them from synthetic alternatives."

He continued: "Promoting natural diamonds is a key goal of the federation. This campaign is the first of several steps we are planning to portray the beauty and emotion inherent in natural diamonds."

The WFDB confirmed that the campaign will appear on social media platforms over the next four months.

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