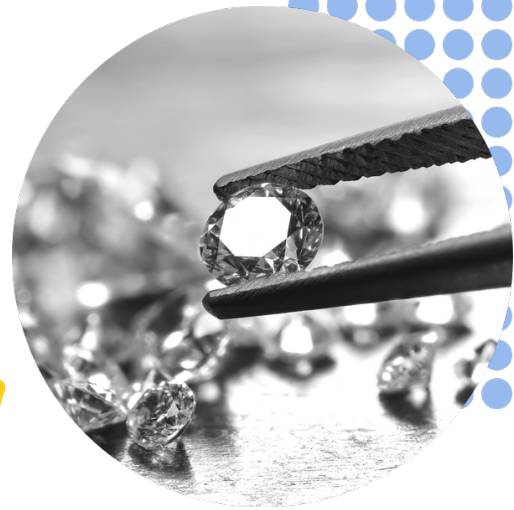


CASE STUDY

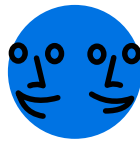
The Natural Diamond Council Brainstorms Alongside Consumers at Scale



ABOUT

The Natural Diamond Council is the authority and resource on natural diamonds for consumers and the industry. Their mission is to advance the integrity of the modern diamond jewelry industry and to inspire, educate and support consumers. Together, their seven members (ALROSA, De Beers, Dominion Diamond, Lucara Diamond, Murowa Diamonds, Petra Diamonds, Rio Tinto) represent approximately 75% of the world's rough diamond production.

WINS



New Audience Segment Type



Brainstorming at Scale



Quick Turnaround for Insights

Challenge

The Natural Diamond Council was in the process of creating a new brand identity to speak to a younger, aspirational audience. Throughout the process, they needed to get quick, accurate consumer insight to develop, refine and adapt the new campaigns for TV, print and digital. The Remesh platform allowed them to make immediate decisions as the campaign evolved and to test the creative in an objective digital environment.

Solution

The Natural Diamond Council ran a Remesh conversation with 100+ of their target buyers in a 60 minute session. They showed a series of stimuli in partnership with their ad agency of both print and video ads. They needed to refine their concepts and produce the most effective ad campaign possible, while remaining aligned with their new brand attributes. They asked consumers to react to each advertisement in their own words, gaining the insights they needed to move forward.

Result

Despite the challenges of the Coronavirus pandemic, the Natural Diamond Council was able to develop, test and create a new identity and advertising campaign in a matter of just a few weeks, with the confidence of knowing the impact that it will make on the new audience.