

A Diamond Is Forever?

The magic of marketing

Powerful marketing strategies can win elections, create trends in culture and spark movements. The most successful ad campaign of all time- Great marketing is the key to major social change.

Gold and diamond rings have a rich history of being exchanged during marriage ceremonies, but no one knows how 'ancient' this tradition is. Indian culture does not necessarily require us to exchange diamond rings. In fact diamonds and other gems were a part of attire for the rich and powerful only, so when did this tradition really start?

De Beers the international giant of diamond mining, exports and retails had come up with a campaign that "A Diamond Is Forever." in the early 1800s. Massively advertising diamonds as timeless symbol of love, they set out to persuade young men that diamonds synonymous with romance. Such that the measure of a man's love and his professional success was directly proportional to the size and quality of the diamond he purchased.

As the middle class section in India grows more affluent, and consumer preferences evolve mainly due to marketing of diamonds as epitome of Western culture, there has been a very steep rise in demand for diamond engagement rings (over just golden ornaments). The diamond industry has seen a very significant growth potential in India.

A century of advertising has embedded the idea of using diamond engagement ring in so deeply in our culture, that even knowing that they are intrinsically worthless doesn't stop us from buying one.

-Ankita Dutta