

Brighthouse

Being hand crafted, your special gift will be absolutely unique. From design to finished jewellery Brighthouse fulfills the complete promise.



*Hand Made
Jewellery, Design & Repair
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the concept of diamonds as a 'necessary luxury'. Young men, who purchased 90% of engagement rings, would be bombarded with the idea that diamonds were the gift of love. The first campaign aimed at men was launched in 1939 emphasizing the male's business savvy. Women, too, would be targeted with the idea that no courtship would be complete without a sparkling diamond. Famous houses of worship were featured in follow up advertisements, establishing a link between diamonds and

the sacred tradition of a religious wedding. Ayer's marketing plan included public relations, advertising, product placement in films and on television, radio programmes publicising diamond trends, portraits of betrothed socialites, stories and photographs of celebrities for inclusion in magazines and newspapers - all targeted at a specific goal - the idea that diamonds were eternal and incomparable, forever linked with romance, emotionally valued. Ayer engaged jewellers to give talks, lectures, classes and informal meetings to thousands of young women. The message was clear - a diamond engagement ring was a necessary part of the ritual of marriage

By 1941, the downward trend in retail sales had been reversed and in just three years, sales of diamonds in the United States had risen by 55%. Ayer's success inspired the agency to pursue a new goal - to reinforce the 'psychological necessity' of diamonds. An estimated 70 million people over the age of fifteen would be targeted.

"A Diamond is Forever"

To channel America's spending toward more expensive diamonds, Ayer developed a series of diamond-related slogans meant to associate a diamond with love and romance. In 1948, the famous "A Diamond is Forever" was introduced and became the official slogan of De Beers. The slogan became the most resilient in advertising history and was voted in 1999 by the prestigious 'Advertising Age' magazine as the most recognized and effective slogan of the 20th century. When Marilyn Monroe burst into the public eye and placed her own special charisma on the gemstones, the shining status of the diamond was sealed forever - and its sparkling future as the enduring Icon of Love... ■