

Seize the Day  
Campaign  
Holiday 2023



A DIAMOND IS FOREVER

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# Welcome and Instructions

Dear trade partner,

As we announced on Wednesday, September 13th, De Beers is doubling down on natural diamonds and investing an additional \$20 million in the US and China this holiday season in a compelling category marketing campaign that will see the return of our highly successful 'Seize the Day' advertising.

We are making the materials available to the trade free of charge to maximize the campaign's reach and impact, and we hope you and your trade partners will support the efforts to amplify the campaign and share the natural diamond message as widely as possible.

If you or your retail partners would like to use the 'Seize the Day' assets this holiday, please coordinate with the De Beers US team to have your requested asset(s) created for you with your company logo. Please ensure you and your retail partners follow the instructions below to receive your customized assets:

1. Select the asset(s) needed from the catalog, then email the request to [SeizeTheDay@debeersgroup.com](mailto:SeizeTheDay@debeersgroup.com)
2. Include the following in each request:
  - a. Email subject line – RETAILER NAME, ASSET NEEDED  
(e.g., Holiday Jewelers – 14x48 OOH)
  - b. Exact specifications of the asset if they differ from those listed in the catalog
  - c. Logo in .ai or .eps format (logo in white preferred)
  - d. Due date of the request  
(Please note: We require a minimum 3 business days to complete all creative requests)

Please be sure to read the Terms and Conditions of using these assets included in this catalog.

We thank you for your partnership and look forward to working with you and other members of the trade to help unlock the strong underlying desire for natural diamonds this holiday season.

Kind regards,



David Prager  
De Beers Chief Brand Officer

# Terms & Conditions

By downloading, using or accessing any asset or materials (“Assets”) being provided to you in connection with the Seize The Day campaign, you agree to be bound by the following terms and conditions.

You acknowledge that all trade mark, copyright and other intellectual property rights that subsist in the Assets are owned by or licensed to the De Beers Group (“De Beers”). De Beers reserves all its rights under such intellectual property rights. The Assets may not be sold, sublicensed, transferred or assigned by you to any other party. De Beers has absolute editorial control over all Assets and reserves the right to alter, adapt, edit, modify or restrict the availability of Assets without prior notice.

The Assets may only be used as provided. You agree not to alter, adapt, manipulate, copy, remove, edit or modify any Asset. No other trade mark or logo may be affixed or used in relation to the Assets, other than retailer’s own logo, as included in the Assets by De Beers or with De Beers prior consent. In the event you would like your logo or name to appear on the Asset(s), you grant De Beers a limited, non-exclusive, revocable, worldwide, royalty-free right to include your logo and/or name on the applicable Asset. De Beers shall have absolute discretion to determine where and how such logo or name shall appear on the Asset and may refuse to include a logo or name on an Asset for any reason whatsoever.

The assets and any other content that’s made available in connection with the campaign is being provided on an “as-is” and “as available” basis, without any representation or endorsement made and without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, non-infringement, title, compatibility, security, accuracy and any warranties arising out of the course of dealing, usage, or trade.

Upon notice from De Beers, or upon your knowledge that any Asset is subject to a threatened or actual claim of infringement, violation of another right, or any other claim for which De Beers may be liable herein, or if De Beers withdraws any Asset for any good reason, you will physically remove the Asset from your premises, computer systems and storage (electronic or physical) and, cease any future use at your own expense.

De Beers will not have any liability for any loss, cost or damage, whether direct or indirect, in contract, tort (including negligence), breach of statutory duty, or otherwise even if foreseeable, suffered by You or any third party as a result of the use of the Assets.


You are responsible for your use of the Assets. You agree to indemnify and hold De Beers Group harmless, from and against any and all claims, liabilities, damages, losses, and expenses (including reasonable attorneys’ fees and costs) arising out of or in any way connected with your unauthorized use of any Asset supplied to you by De Beers or for your breach of any of these terms and conditions.

Use of an Asset in a manner that is contrary to a restriction stated in these terms and conditions is prohibited. Pornographic, defamatory, libelous or otherwise unlawful use of an Asset is prohibited. Assets may only be used in respect of the promotion of natural diamonds and may not be used to promote lab grown diamonds.

# Print Portrait

Dear Santa,  
This.


Natural Diamond  
Solitaire Pendant



PARTNER LOGO

Leave her  
speechless  
without saying  
a word.


Natural Diamond  
Halo Stud Earrings



PARTNER LOGO

Nature's most  
beautiful gift.


Natural Diamond  
Engagement Ring



PARTNER LOGO

Natural born  
stunners.


Natural Diamond  
Stud Earrings



PARTNER LOGO

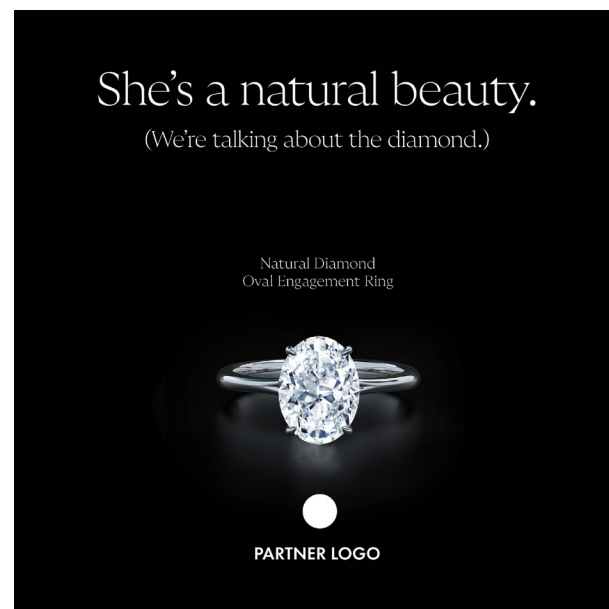
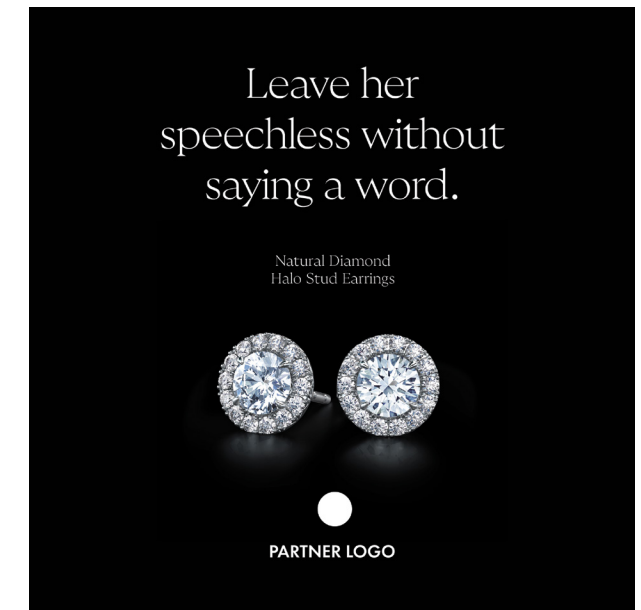
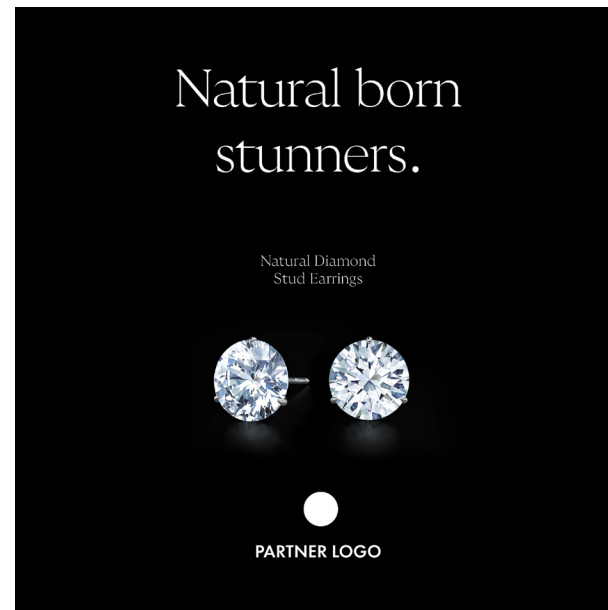
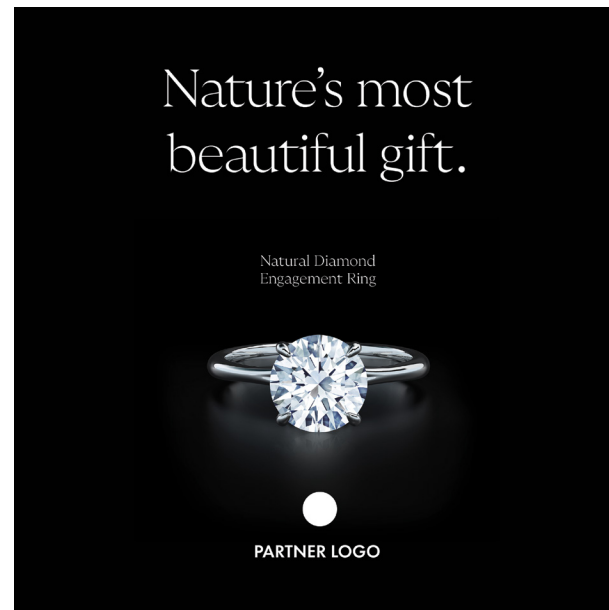
She's a natural  
beauty.  
(We're talking about the diamond.)

Natural Diamond  
Oval Engagement Ring



PARTNER LOGO


# Print Square



# Print Newsprint

Nature's most beautiful gift.


Natural Diamond Engagement Ring



PARTNER LOGO

Natural born stunners.


Natural Diamond Stud Earrings



PARTNER LOGO

She's a natural beauty.  
(We're talking about the diamond.)


Natural Diamond Oval Engagement Ring



PARTNER LOGO

Dear Santa,  
This.


Natural Diamond Engagement Ring



PARTNER LOGO

Leave her speechless without saying a word.

Natural Diamond Halo Stud Earrings



PARTNER LOGO

# Out-of-Home Billboard 14'x48'

Nature's most  
beautiful gift.



PARTNER LOGO

Natural born  
stunners.



PARTNER LOGO

She's a natural  
beauty.

(We're talking about the diamond.)



PARTNER LOGO

Dear Santa,  
This.



PARTNER LOGO

Leave her  
speechless without  
saying a word.



PARTNER LOGO



# Out-of-Home Billboard 20'x10'

Natural Diamond Engagement Ring


Nature's most beautiful gift.



PARTNER LOGO

Natural Diamond Stud Earrings


Natural born stunners.



PARTNER LOGO

Natural Diamond Engagement Ring

She's a natural beauty.  
(We're talking about the diamond.)



PARTNER LOGO

Natural Diamond Solitaire Pendant

Dear Santa,  
This.



PARTNER LOGO

Natural Diamond Halo Stud Earrings

Leave her speechless without saying a word.




PARTNER LOGO

# Out-of-Home Billboard 10'x20'

Nature's  
most  
beautiful  
gift.


Natural Diamond  
Engagement Ring



PARTNER LOGO

Natural  
born  
stunners.

Natural Diamond  
Stud Earrings



PARTNER LOGO

She's a  
natural  
beauty.  
(We're talking about the  
diamond.)


Natural Diamond  
Oval Engagement Ring



PARTNER LOGO

Dear Santa,  
This.


Natural Diamond  
Solitaire Pendant



PARTNER LOGO

Leave her  
speechless  
without  
saying  
a word.

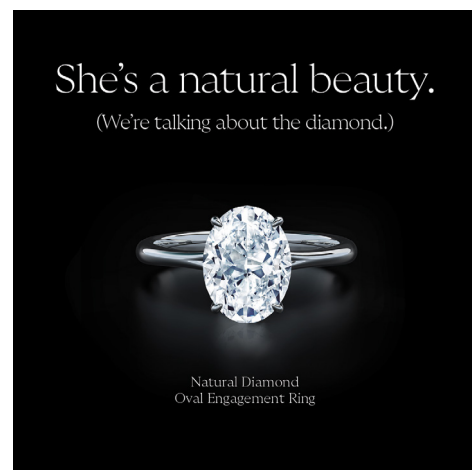
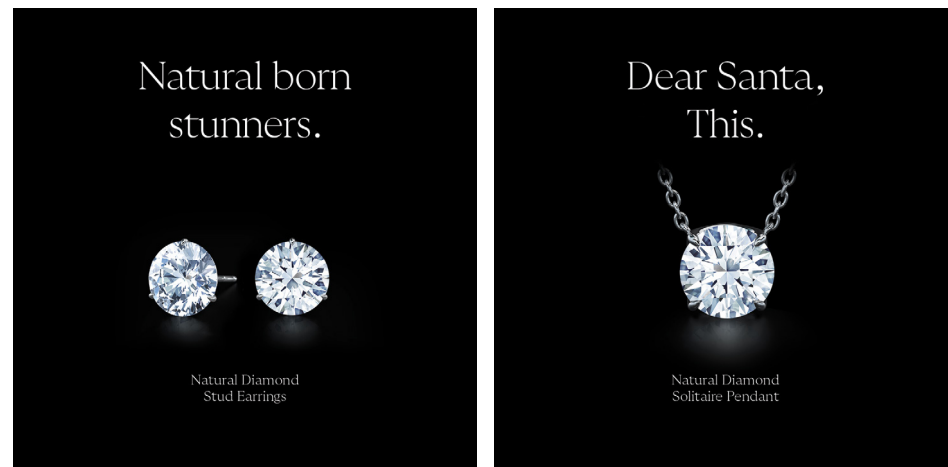
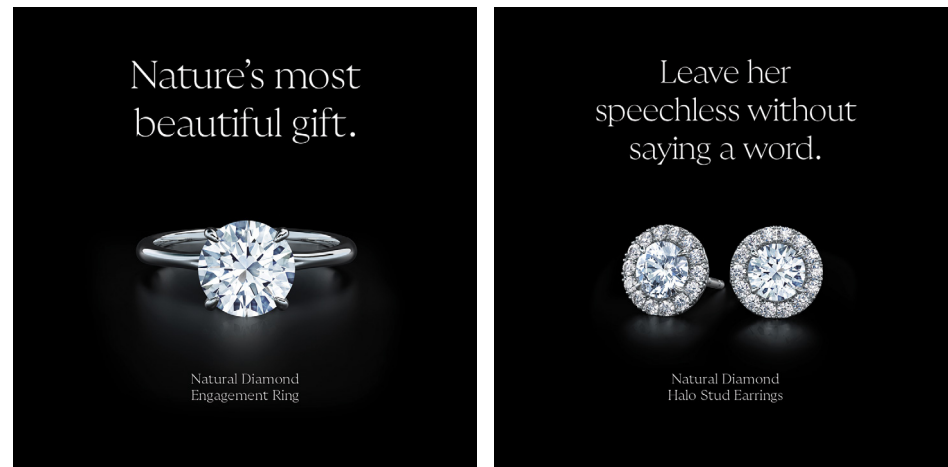
Natural Diamond  
Halo Stud Earrings



PARTNER LOGO

# Organic Social Media 1x1

Note: recommended copy for organic social media posts will be provided with the asset.



# Organic Social Media 9x16

Note: recommended copy for organic social media posts will be provided with the asset.



# In Store 24"x36"

Dear Santa,  
This.

Natural Diamond  
Solitaire Pendant



Leave her  
speechless  
without saying  
a word.

Natural Diamond  
Halo Stud Earrings



Natural born  
stunners.

Natural Diamond  
Stud Earrings



Nature's most  
beautiful gift.

Natural Diamond  
Engagement Ring



She's a natural  
beauty.

(We're talking about the diamond.)

Natural Diamond  
Oval Engagement Ring



# In Store 30"x40"


Dear Santa,  
This.

Natural Diamond Solitaire Pendant




Leave her  
speechless  
without saying  
a word.

Natural Diamond Halo Stud Earrings




Nature's most  
beautiful gift.

Natural Diamond Engagement Ring




Natural born  
stunners.

Natural Diamond Stud Earrings



She's a natural  
beauty.  
(We're talking about the diamond.)

Natural Diamond Oval Engagement Ring



Thank You

A DIAMOND IS FOREVER