

**DeBeers** needed serious help on a **Forevermark** campaign, to sell twenty million GBP diamond necklaces to the Far Eastern markets. They made the easily forgivable mistake of not talking to the experts first. We are not on their supplier roster yet.

Instead DeBeers went to a London PR company called Exposure. They had to hire Blue Skies the head-hunter to find the correct type of expert for this project. I was then brought in to take this project over. I did the necessary due diligence for the creation a new supply chain. The key element was the "Reverse Diamond" display box *pictured below*. The quality had to be **Forevermark** good.

The **multimedia services virtual agency Journeys** are ready to work for you. We are in the London area, are able to cover most parts of the UK. The service is run by people who had established themselves in this sector from 1975. **Journeys** are now actively seeking more **work**.

Contact Laurence Dunn for more information on 07775 766589  
Images courtesy of Exposure and Forevermark

