

DE BEERS GROUP + FORTUNE BRAND STUDIO

TALENT UNEARTHED

Overview

Meet the athletes whose strength and resilience shine as brightly as diamonds. In collaboration with De Beers Group, Fortune Brand Studio shone a light on some of the world's greatest athletes from Botswana in *Talent Unearthed*, a series of intimate and inspiring documentary shorts.

Objectives

- Invite the world to discover the inspiring stories behind natural diamonds and their meaningful impact.
- Showcase the diversity of Botswana, from major cities with bustling urban environments to the small villages the athletes call home.
- Demonstrate the world of possibilities for human storytelling in B2B content.
- Support Botswana's growing film production community.

Execution

Three episodes of *Talent Unearthed*, three in-depth Q&As with each of the athletes, stunning original photography, a custom digital hub modeled after modern streaming platforms, and exclusive highlight videos showcase how natural diamonds can fuel dreams, uplift communities, and create lasting impact in Botswana.

Results

- Launch posts garnered more than 2.8 million views.
- Video trailer was De Beers Group's top social performer to date, with an engagement rate of 18.9% on Instagram.
- All content outperformed benchmarks for branded content, exceeding both average time spent and onsite engagement rate by between 2x to 4x.

