

WORLD GOLD COUNCIL UNVEILS NEW AURA FOR GOLD
New Look and Voice To Reawaken Emotional Connection

London 10th May 2001: This evening, media and style elite gather in London for a first glimpse at a new positioning for the world's most precious and versatile metal. Launched by the World Gold Council, the integrated marketing campaign aims to capitalise and build on gold's current surge in popularity, which has led to a fashion revival and seen jewellery demand exceed record levels. The \$55 million marketing, advertising and PR initiative is expected to extend deep into the industry with a ripple effect on individual jewellers and designers.

The word 'gold' has in recent times been overused in promoting a multitude of products and brands, from breakfast cereal to credit cards. Focussing on the warmth, sensuality, spirituality and historical significance associated with gold, the new positioning aims to see gold regain its rightful place in the hearts and minds of consumers and the trade sector.

The campaign is expected to re-establish gold's relevance to consumers, provide a rallying point for the gold industry and serve as a focal point for World Gold Council programmes.

GOLD AURA

Cultures as diverse as the Incas and the Egyptians have long equated the warmth and colour of gold with the sun, leading alchemists to adopt the same symbol for both. Working with brand consultancy, Wolff Olins, the World Gold Council have revived this ancient symbol to serve as a new gold mark. The mark, together with a unique typeface and use of evocative language and imagery aims to create a distinct identity for gold, thereby distinguishing it from the multitude of other products that have adopted the gold name.

Cont...

2/

ADVERTISING CAMPAIGN

One of the first expressions for the new identity will be an advertising campaign set to launch to consumers in September. Created by Bartle Bogle Hegarty, the visual aspect of the campaign plays off the discrepancy between the cold, stark heroin-chic fashion images that have been lauded in recent years and the true desire for a more meaningful lifestyle. Gold, with its historical association with the sun and warm properties is positioned as bridging the gap between fashionability and desire for a more positive way of life, summed up by the end line 'Glow with Gold'.

To create distinction and gain attention, the creative starting point of the ad campaign – 'warm is the new kind of cool' - contrasts the elements of 'cold' and 'warmth', reflecting the emerging lifestyle trend to reject the cold, detached world of minimalism and embrace a warmer, sensual world of positivity.

ROLL OUT

The new brand expression and advertising campaign will initially launch in UK, US and Italy with plans to roll out globally over the coming year. The brand identity is expected to be adopted by retailers and jewellers promoting gold and to appear on a variety of other marketing and promotional material.

"Gold is currently experiencing a fashion revival with several fashion designers focussing importantly on gold accessories and magazines dedicating entire editions to gold jewellery and design. This campaign aims to remind consumers that gold's intrinsic value extends beyond fashionability, leading it to be revered

WORLD GOLD COUNCIL

by almost every culture for its radiance, beauty and spiritual richness,”
commented Haruko Fukuda, CEO of the World Gold Council.

-ends-

For more information about the World Gold Council, please visit www.gold.org

For further information please contact:

Tory Hobbs or Melanie Musson

Edelman PR

Tel: 0207 344 1200

e-mail: tory.hobbs@edelman.com or melanie.mmusson@edelman.com