GOAL: New product launch

- **SKU: G9K-YEL-RIN-WED-002**: (1 variation: ring size)

GENERAL INFO:

- **G9K-YEL-RIN-WED-002**:
  - Comfort fit, polished.
  - Light and comfortable to wear

WARNINGS: The product is hollow.

PACKAGING:

- Small box (ALLURE-BOX01-RING) 50.5*52*21mm - weight: 16.67 gr (card included)
- Can be posted through the mailbox
- Beautiful gift box
- Silver authenticity card

TITLES:

Following Amazon Guidelines, please:

- **G9K-YEL-RIN-WED-002:**
  - Example
    - Amberta Allure Women 9ct Gold Wedding Ring with Zirconia (Parent)
    - Children
      - Amberta Allure Women 9ct Gold Wedding Ring with Zirconia: 9Ct Gold Ring Solitaire Stone Size L
      - Use the phrase keywords below for the second part of the title + Size XXX

MARKETING:

KEYWORDS:

G9K-YEL-RIN-WED-002:
wedding band ring engagement compromise promise gold yellow 9 carat ct k solitaire diamond cz crystal stone cubic cut zirconia woman ladies wife bridal gift size solid eternity jewellery anniversary simulated comfort fit d shaped flush plain l m n o p q r

MARKETING HOOKS FROM COMPETITORS:

- **G9K-YEL-RIN-WED-002**:
  - Elegantly hand crafted using pure high quality 9ct gold for luxury tone & classic style. White Round Cut CZ Flush Gypsy luxury Ring for proposal, wedding or anniversary gift.
  - Offered with the brand's Certificate of Authenticity
  - Highly polished finish ensures a mirror-like shine
  - Comfort fit - otherwise known as court shape where the ring is rounded on the inside giving it a luxurious feel.

- The advantages of Comfort Fit are the ring slides over the knuckle easier and the ring creates less friction because it covers less skin surface area.
- A wedding ring for a lifetime moment presented in an elegant gift box

BULLET POINTS:

- Bullet points: let's try to use as many phrase keywords as possible in all the bullet points
- Bullet point 1: Catchy text using specific keywords for the model. Try to use phrase keywords: *These 9ct Gold xxxxxx*
- Ideal for presents, birthdays, wedding, etc
- New packaging + inserts in all of them
- **Hallmarking bullet point for G9K-WHI-RIN-WED-001-035**
- **There could be a 0.5 size difference for each size due to the handmade nature of the rings**

PPC CAMPAIGNS:

Phrase keywords from PR Dept:

- **G9K-YEL-RIN-WED-002**:

Flush Setting Wedding band 9ct
Gold ring flush 9ct
flush set band solitaire
gold ring flush 9ct
gold ring solitaire stone 9ct
gold wedding ring
gold ring
gold wedding band
wedding ring
wedding band
comfort fit
d-shaped ring
band ring
gold ring
gypsy flush set solitaire band.
NOTE: The most popular results for keywords came up under 'diamond solitaire wedding ring'

Phrase keywords

G9K-YEL-RIN-WED-002:
9ct gold wedding ring
gold wedding band for women
9ct gold cubic zirconia ring
engagement rings gold
gold solitaire ring
solitaire ring
Gold diamond ring

Competitors to target

UK:
G9K-YEL-RIN-WED-002:

Orovi B0756XN8JW
Miore B0BGSYKLLJ
Miore B089KGXVFC
Elli B00X3BXL8G
Ivy gems B01FTYN61Q