



DIGITAL CAMPAIGN

03.22.2012

tsg.
thesandgroup

THE TEST OF TIME EVOLUTION

Celebrate your love with the enduring and timeless beauty of platinum is the theme for the Test of Time evolution. The evolution of the of the campaign will showcase platinum as the metal that symbolizes a relationship that will endure.

HOW IT WORKS

The passing of time will be visually represented through a series of images that mark significant milestones in a couples journey. Copy will accompany the images evoking emotions around the promises couples make to each other while also illustrating a benefit of platinum. The constant in each image will be the platinum engagement ring which will remain as beautiful through the journey as it was on the day of the proposal.

The Test Of Time

THE JOURNEY



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▼ Metal

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White Gold (291)

White Metals (271)

Yellow Gold (43)

Yellow Metals (87)

▼ Stone Shape

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engagement ring basics

Shopping for engagement rings can seem daunting, but the trick is to learn a bit of engagement ring vocabulary. Most important, when it comes to engagement ring diamonds, you should know "the four Cs"—cut, color, clarity, and carat. The cut refers to the angles of the facets in the stone, which

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PLATINUM



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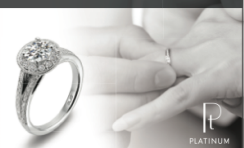
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A RING IS A PROMISE


PLATINUM

CORE CAMPAIGN ELEMENTS

VIDEO

The video contained in the expandable unit will be replaced with video's of couples who have been married for varying years telling why they chose platinum and sharing highlights of their journey together as husband and wife.

EXPLORE

The platinum attributes rollover points on the ring will speak to reasons platinum will endure through life's journey.

FACEBOOK

Couples will be encourage to upload images of significant milestones in their relationship along with their platinum ring and share a statement about why they chose platinum and how their platinum ring has symbolized their enduring relationship. A contest could be held where fans vote for their favorite story.

ADDITIONAL CAMPAIGN ELEMENTS

CONTENT INTEGRATION

- Our influencers will generate content about how their platinum rings have accompanied them on their journey with their partner.
- PR to pitch stories of antique platinum rings and the significance they have had in history. (Royalty, Heirlooms of Hollywood Icons)
- Offer tips on maintaining the beauty of your ring – new or antique – over time.

PINTEREST

We'll create boards for beautiful antique platinum jewelry that has stood the test of time, and caption them with sweet quotes from the couples whose commitment they represent. We'll date each piece, and tag all #platinumtestoftime. Followers and influencers will be invited to tag their own family's platinum heirlooms, and we'll repin our favorites to our boards.

TWITTER // #TESTOFTIME

Tweet the elements of your love that you hope will stand the test of time with the hashtag #testoftime. We'll award our favorites with platinum engagement rings – engraved with their tweet.