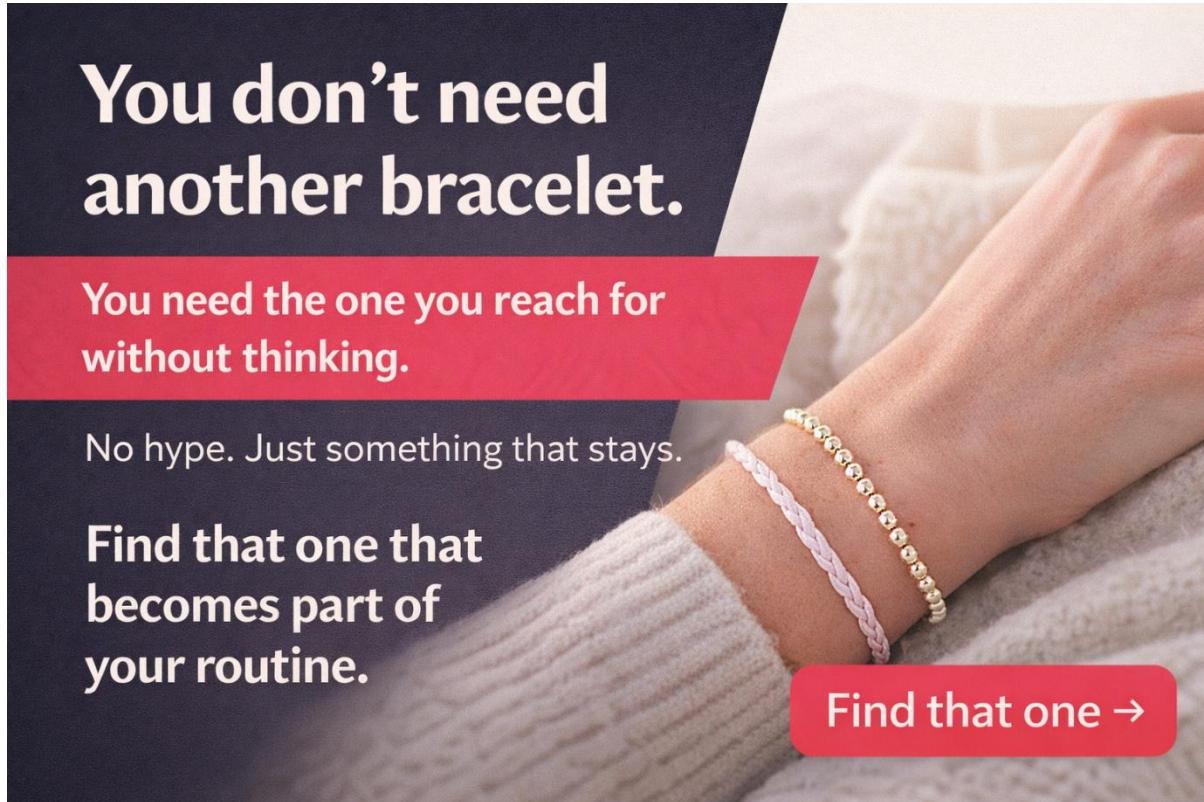


## AD BANNERS

**Brand:** Pura Vida Bracelets

Tone: confident, human, quietly bold

### 1. The Anti-Ad (Expectation Breaker)



**Headline:**

You don't need another bracelet.

**Subtext:**

You need the one that becomes part of your routine — the one you reach for without thinking.

**Micro Line (optional):**

No hype. Just something that stays.

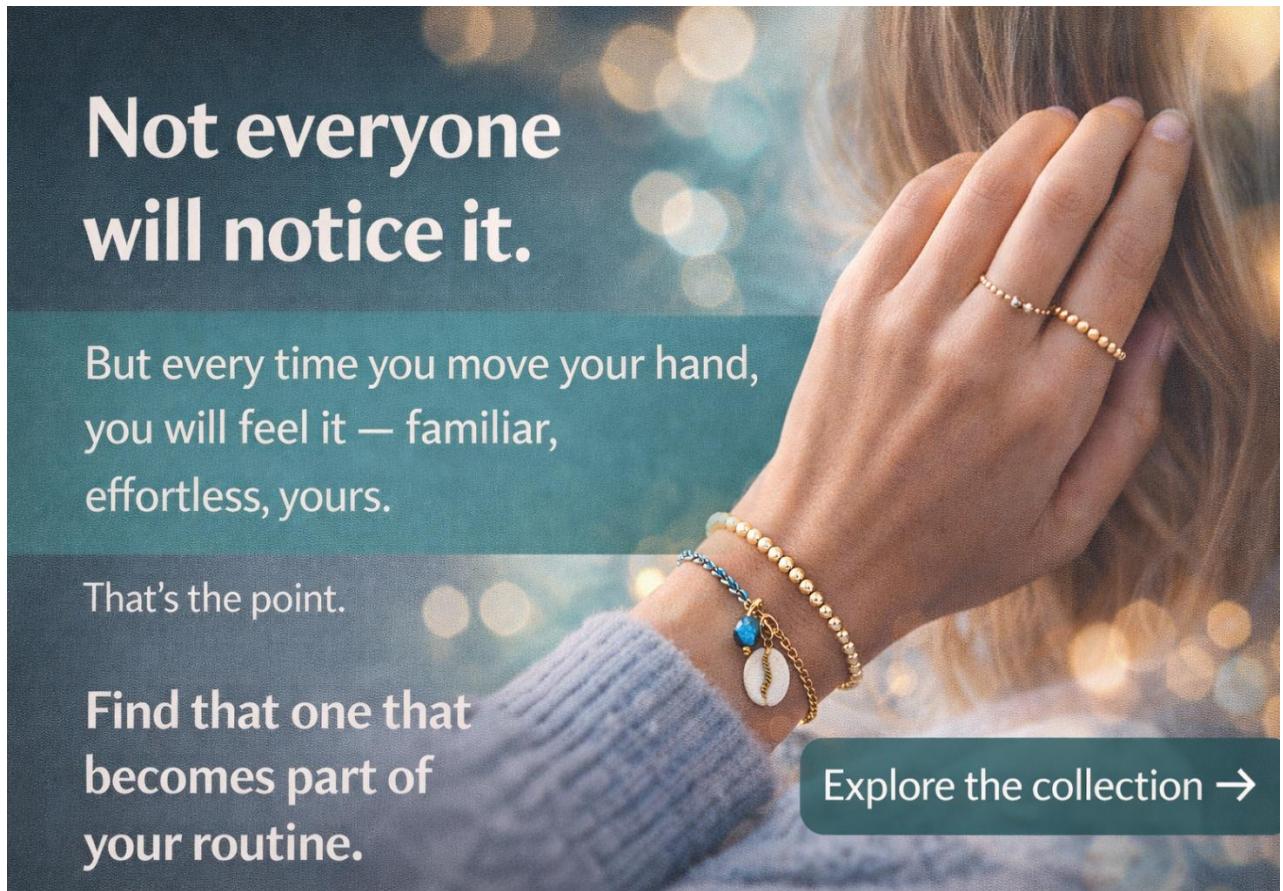
**CTA:**

Find *that* one →

**Why this hits harder:**

It rejects consumer noise, then reframes desire in a more personal way.

## 2. The Quiet Flex (Inner Validation)



**Not everyone will notice it.**

But every time you move your hand, you will feel it — familiar, effortless, yours.

That's the point.

Find that one that becomes part of your routine.

Explore the collection →

**Headline:**

Not everyone will notice it.

**Subtext:**

But every time you move your hand, *you* will feel it — familiar, effortless, yours.

**Micro Line:**

That's the point.

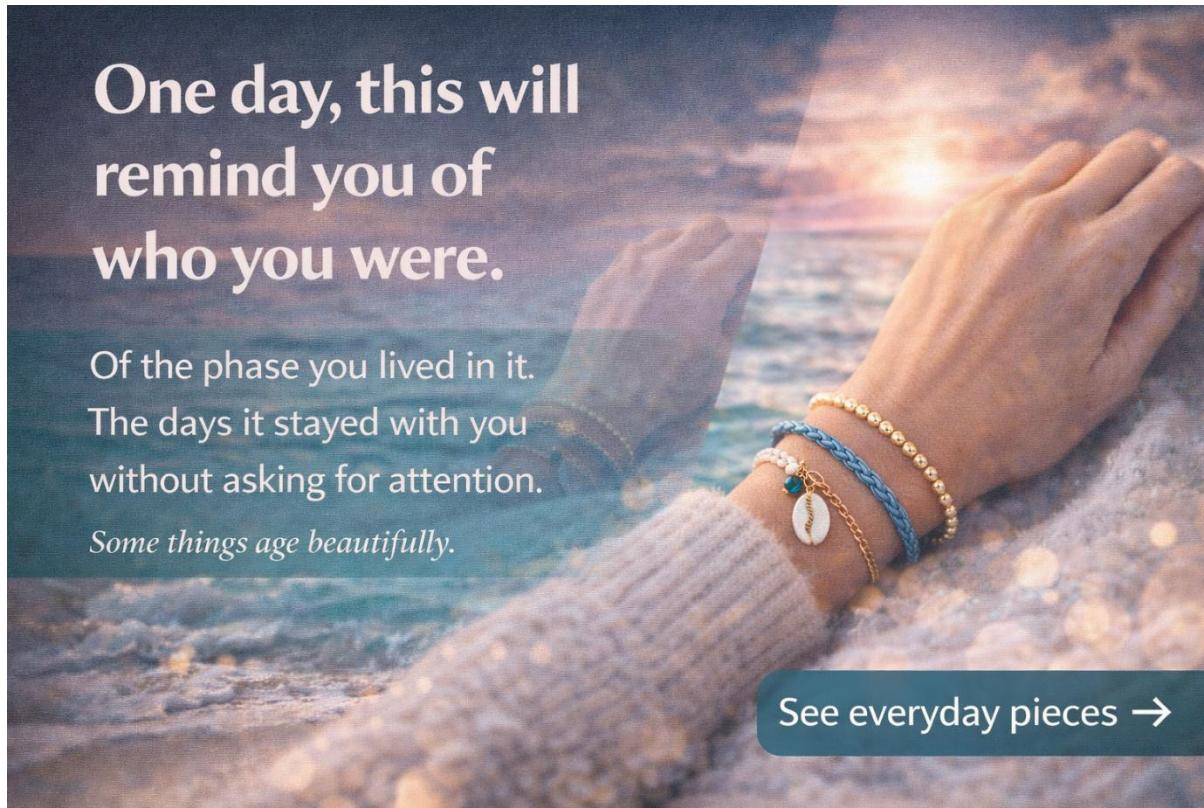
**CTA:**

Explore the collection →

**Why this hits harder:**

This turns jewelry into a private ritual, not public approval.

### **3. The Time Capsule (Memory Trigger)**



**One day, this will  
remind you of  
who you were.**

Of the phase you lived in it.  
The days it stayed with you  
without asking for attention.

*Some things age beautifully.*

**See everyday pieces →**

**Headline:**

One day, this will remind you of who you were.

**Subtext:**

Of the phase you lived in it.

The days it stayed with you without asking for attention.

**Micro Line:**

Some things age beautifully.

**CTA:**

See everyday pieces →

**Why this hits harder:**

It transforms the bracelet into a memory anchor — rare and powerful.

#### 4. The Uncomfortable Truth (Radical Honesty)

**Most jewelry ends up forgotten.**

Because it's made for moments, not real life.

This one was made to move with you.

That's the difference.

Meet the bracelet you'll keep wearing →

**Headline:**

Most jewelry ends up forgotten.

**Subtext:**

Because it's made for moments, not real life.

This one was made to move with you.

**Micro Line:**

That's the difference.

**CTA:**

Meet the bracelet you'll keep wearing →

**Why this hits harder:**

It validates frustration people already feel — and positions the brand as the solution.