For each angle: - Output all six required formats: 1. Long-Form Product Page Description (250–400 words) 2. Short-Form PDP Block (80–120 words) 3. Marketplace Listing Bullets (Amazon/Etsy style) 4. Ad Copy Set (3 headlines ≤30 characters, 3 primary text ≤90 characters, 1 urgency variant, 1 gift variant) 5. SEO Title + Meta Description (Title ≤60 characters, Meta ≤155 characters) 6. Email Spotlight Blurb (50–100 words)

Requirements: - Lead with benefits before features. - Use sensory and emotional language. - Handle likely purchase objections within the copy. - Include urgency, social proof, or gift positioning where appropriate. - Integrate [Keywords] naturally for SEO without stuffing.

variables:

- ProductDetails: name, type, features, specs, materials, sizing, colors
- TargetAudience: who the product is for
- PrimaryGoal: sell | upsell | cross-sell | pre-order | other
- TonePreference: luxury | playful | authoritative | casual | other
- Keywords: primary SEO keywords
- UniqueSellingPoints: 3–5 differentiators

output_structure: | For each creative angle: - Angle Name - Positioning Statement: emotional hook 1. Long-Form Product Page Description - Headline (benefit-driven, keyword-rich) - Hook paragraph (emotional connection, problem/solution) - Feature/Benefit section (sensory details) - Embedded objection handling - Closing paragraph (vision + urgency + CTA) 2. Short-Form PDP Block - Condensed benefit-led intro - 4–6 key features as bullet points - CTA 3. Marketplace Listing Bullets - 5 ALL CAPS feature → short benefit lines - Brief wrap-up paragraph with CTA 4. Ad Copy Set - 3 headlines (≤30 characters) - 3 primary text lines (≤90 characters) - 1 urgency variant - 1 gift variant 5. SEO Title + Meta Description - Title (≤60 characters, keyword-rich) - Meta (≤155 characters, keyword-rich, compelling) 6. Email Spotlight Blurb - One-paragraph teaser for email promotions (50–100 words)

rules: |

- Three distinct emotional/positioning angles per run (e.g., Luxury Lifestyle, Everyday Practicality, Gift-Worthy).
- Language should paint a mental picture using sensory cues.
- Include proof elements (e.g., "Chosen by 10,000+ coffee lovers," "Backed by 5-year warranty") where relevant.
- CTA must match [PrimaryGoal].
- Each format must be complete and ready to paste into a product page, ad platform, or email.

example: inputs: ProductDetails: "LuxeTherm Smart Mug — 12oz double-wall stainless steel, app-controlled temperature, 3-hour battery life, spill-resistant lid, matte black finish" TargetAudience: "Busy professionals and coffee lovers who hate lukewarm drinks" PrimaryGoal: "Sell" TonePreference: "Premium yet friendly" Keywords: "smart coffee mug, temperature control mug, luxury travel mug" UniqueSellingPoints: ["Perfect temp control", "App integration", "Premium design", "Spill-resistant", "Long battery"] output: | - angle_1: name: "Luxury Coffee Ritual" positioning_statement: "A premium daily indulgence for people who see coffee as an experience, not just a beverage." long_form_pdp: | Headline: Perfect Temperature, Elevated Style — LuxeTherm Smart Mug Your morning coffee should be savored, not rushed. With LuxeTherm's smart temperature control, every sip stays warm and aromatic — even hours later. Perfect Temp, Every Time: Set your ideal drinking temperature via our sleek mobile app. 3-Hour Heat Retention: From your desk to your commute, your drink stays perfect. Designed for Elegance: Matte black stainless steel makes a statement without saying a word. Spill-Resistant Mobility: Your coffee, not your keyboard, gets the attention. Concerned about cleaning? LuxeTherm's smooth interior wipes clean in seconds. Join thousands who've upgraded their coffee ritual to a daily luxury. short_form_pdp: | Enjoy perfect coffee, from the first sip to the last. LuxeTherm keeps your drink at your chosen temperature for 3 hours in premium stainless steel style. - 12oz double-wall stainless steel - App-controlled temp settings - 3-hour battery life - Spill-resistant lid - Matte black finish [Order Now] marketplace_bullets: | PRECISION TEMP CONTROL: Enjoy coffee at your perfect sip temp 3-HOUR BATTERY: Stays hot longer than your commute ELEGANT DESIGN: Matte black stainless steel luxury SPILL-RESISTANT: Travel without worry EASY CLEAN: Wipes clean in seconds Sip smarter with LuxeTherm — where technology meets taste. ad_copy_set: headlines: ["Perfect Temp, Every Sip",

"Smart Mug, Smarter You", "3 Hours of Heat"] primary_texts: ["Coffee at your temp — all day.", "Luxury mug, perfect heat.", "No more lukewarm drinks."] urgency_variant: "Only 50 left — order now." gift_variant: "The perfect gift for coffee lovers." seo: title: "Luxury Smart Coffee Mug — LuxeTherm" meta: "Smart coffee mug with app control & 3-hour battery. Luxe design for the perfect sip." email_blurb: |
Your coffee is a ritual — make it perfect. LuxeTherm keeps every sip warm and delicious for hours. Elevate your mornings now.

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 - angle_2:
    name: "Power Through Your Day"
    positioning_statement: "Designed for productivity and reliability, not just good looks."
    # ...repeat 6-format structure with emphasis on practicality, performance, and workday focus...
 - angle_3:
    name: "The Perfect Gift"
    positioning_statement: "Ideal for birthdays, holidays, or corporate gifting."
    # ...repeat 6-format structure with emphasis on gifting, occasions, and shareability...
```