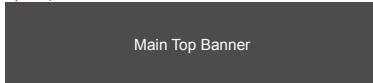


General Banners throughout the website

Version4.0 / 7 Jan, 2016

A) Fixed position Banners

>>> These are banners will keep looping and be displayed on the landing page & product page.

**A) Banner versions**

- 1) About Diamond (looping)
- 2) About Engagement Ring (looping)
- 3) About Peacock (looping)

DESIGN

- DONE
DONE
DONE

Link to
Diamond Category page
Engagement Ring Category page
About Peacock

B1) Random position banners

Horizontal Banner (small 1)

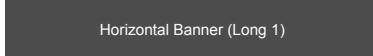
>>> These banners will be displayed randomly before people shopping products (under filtering bar on category pages), the purposes of these banners are to show some selling points to customers.

**B1) Banner versions**

- 1) Hot Items (random) - Left side
- 2) New Arrival item (random) - Left side
- 3) Sale Items (random) - Right side
- 4) About 4C diamond (random) - Right side

- DONE
DONE
DONE
DONE

Link to
Category page for "Hot Items"
Category page for "New Arrival Item"
Category page for "Sale Items"
Category page for "Diamond"

B2) Random position banners

>>> These banners will be displayed randomly when people shopping products (in the middle on "diamond" category pages), the purposes of these banners are to show some selling points to customers.

**B2) Banner versions**

- 1) Diamond Knowledge (random)
- 2) International Shipment (random)
- 3) Ring Advisor (random)
- 4) Diamond Knowledge (random)

- DONE
DONE
DONE
DONE

Link to
Recent purchase list page
Smarter way to buy
Ring Advisor Page
Diamond knowledge

C1) Random position banners

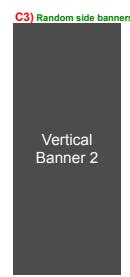
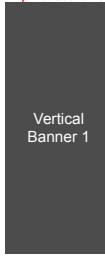
>>> These banners will be displayed throughout the site (Engagement Ring/ Wedding Ring/ Earring/ Necklace & Pendant/ Bracelets) randomly when people navigating on the site.

**C1) Banner versions**

- 1) 95% Customer Satisfaction (random)
- 2) International Shipment (random)
- 3) Ring Advisor (random)
- 4) Diamond Knowledge (random)

- DONE
DONE
DONE
DONE

Link to
Smarter way to buy
Smarter way to buy
Ring Advisor Page
Diamond knowledge

C2) Fixed side banners

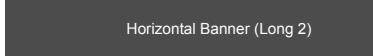
>>> These banner will be displayed according to a combination - One fixed banner Plus one random banner, to be displayed on category page.

**C2) Banner versions**

- 1) Engagement Ring (fixed)
- 2) Wedding Ring (fixed)
- 3) Earring (fixed)
- 4) Necklace & Pendant (fixed)
- 5) Bracelets (fixed)

- DONE
DONE
DONE
DONE
DONE

Link to
Category page for "Engagement Ring"
Category page for "Wedding Ring"
Category page for "Earring"
Category page for "Necklace & Pendant"
Category page for "Bracelets"

D) Fixed position banners

>>> This banner will be displayed when people using the search function (top of the search pages), the purposes of this banner is to show the category of this page.

**D) Banner versions**

- 1) Top Banner (fixed)

- DONE

Link to
N/A

E1) Random position banners

>>> These banner will be displayed when people checking their my account (left side of the page), the purposes of this banner is to show some selling points to customers.

**E1) Banner versions**

- 1) Hot Items (random)
- 2) New Arrival (random)
- 3) Sale Items (random)

- DONE
DONE
DONE

Link to
"Hot Items" category result page
"New Arrival" category result page
"Sale Items" category result page

E2) Random position banners

>>> These banner will be displayed when people checking their my account (middle of the page in the right side), the purposes of this banner is to show some selling points to customers.

**E2) Banner versions**

- 1) Sale Content 1 (random)
- 2) Sale Content 2 (random)
- 3) Redemption Reminder (random)

- DONE
DONE
DONE

Link to
Category page for "Sale" products
Category page for "Sale" products
Account relevant area

Gift Voucher Page



TBC

Banner versions

- 1) About Gift Voucher

Copy: 比格狗 惠品券

Action
Buyer can buy the gift voucher

Total Numbers of banners :

30

A PEAKAO 比格奧
訂婚系列

B1 PEAKAO 比格奧
選擇鑽石

C1 PEAKAO 比格奧
設定戒指

D PEAKAO 比格奧
搜尋結果

E1 PEAKAO 比格奧
我的主頁

E2 PEAKAO 比格奧
我的主頁