

# VIDEO AD SCRIPTS 2/29/2024

## New Video Ads

### **Tradition of Love**

Some traditions still matter. You can't replace what's timeless. Consider the moment someone drops to one knee, heart in hand, asking for forever. It's more than just a gesture or a question. It's a commitment to a belief in a shared future. This is a story that will echo through generations. It begins with a very special ring and the promise it holds. At STORE, we can help you find that ring. STORE... a tradition of love.

### **Forever - Premier Series**

Find her "forever" diamond at STORE.

### **I Do Destination**

For I Do... and I Do all over again... STORE is your "diamond destination" for Engagements and Anniversaries. From timeless classics... to what's trending on her timeline, we have a selection of diamonds and ring settings that will be loved for a lifetime. Perfect for your bride to be or the bride you'd marry once more. You'll find diamonds expertly selected to your request. Plus, affordable monthly payments with financing for your budget. Before you say "I Do"... "Go" to STORE.

### **I Do Destination (Event Version)**

If "I Do" is in your future, "Save the Date" for STORE's Weekend Wedding Event on DATES. For three days only, we're hosting an extraordinary in-store selection of diamonds and bridal jewelry not to be missed. See all the brands you love and save with event pricing. Our experts will show you all your ring setting and diamond choices, including lab grown. Plus, enjoy special financing options for your budget. Say "I Do" to the Weekend Wedding Event at STORE.

### **Antwerp Pre-Trip Inserts**

STORE is traveling thousands of miles to Antwerp, Belgium, to buy diamonds directly from The Diamond Capital of the World! As a Master IJO Jeweler, STORE has been granted special access to Antwerp's diamond district. We're going to personally handpick from the incredible inventory of Antwerp's vaults to bring back the best selection and value for our customers. Let STORE know your heart's desire and we will find it in the heart of the diamond industry during our upcoming trip. Are you ready to be a part of Antwerp's 500 year tradition of making diamonds sparkle? STORE is here to help make your diamond dreams come true.

### **Antwerp Pre-Trip (30 second version)**

STORE is travelling thousands of miles to Antwerp, Belgium, to buy diamonds directly from The Diamond Capital of the World! We're going to personally handpick from the incredible inventory of Antwerp's vaults to bring back the best selection and value for our customers. Let STORE know your heart's desire and we will find it in the heart of the diamond industry during our upcoming trip. STORE is here to help make your diamond dreams come true.

### **Definition of Craftsmanship**

Brilliant Design. Elegant curves. Vibrant colors. Precision detailing. Excellent quality and polish. What you look for in a best-in-class vehicle, she looks for in her fine jewelry. What she likes is how STORE makes it. Every time. From start to finish, each custom piece at STORE is the definition of craftsmanship.

### **Antwerp Pre-Trip Socials Pack**

Why does STORE buy diamonds in Antwerp, Belgium? We want to pick directly from the vaults of the world's diamond capital, to bring the best selection and value to our clients. Don't you want that too?

Natural diamonds took millions of years to form. It can take days or weeks to polish a rough diamond. It takes years to become a master cutter. STORE spends a week in Antwerp searching for the diamond you'll love forever.

Antwerp, Belgium is the diamond capital because over half the world's diamonds pass through it. Other diamond capitals are Mumbai, New York, Tel Aviv, and Dubai. Antwerp is STORE's favorite because it gets YOU the best choice.

Antwerp's Cathedral of Our Lady is over 600 years old. Construction spanned several centuries. It's the largest cathedral in Belgium, and for STORE, one of our favorite places to see. We love looking at THESE here too!

Antwerp's name is said to come from this Belgian legend. When Brabo defeated the toll collecting giant Antigoon, he threw his hand into the river Scheldt. Antwerpen ("hand werpen") means "hand throw". At STORE, this is what you'll find in OUR hand!

### **Bridal Socials Pack**

Steps to a successful proposal: 1. Romantic location 2. Mood lighting 3. Love songs 4. a ring from STORE 5. and, of course, HER. You got the ring from STORE, right?

Which one would you choose? The result: Every ring from STORE is a winner!

Unforgettable moments are born from timeless traditions. The perfect proposal starts with her dream ring. STORE will make those dreams come true.

Before you FAIL at the BIG question, let's ask her a lot of LITTLE ones. Work together with STORE to make sure the ring she'll be wearing is the one she's been dreaming about.

Looking for diamond options? What shape? What color? What clarity? Natural or lab? Which mounting? If you want options, STORE will show you options.

### **You Make Me Believe - Premier Series**

Make dreams come true at STORE.

### **Mr. Elf**

Ah, Mr. Elf. His body may be tiny, but his mind is anything but. He knows this is the season for giving... and love. The smallest gifts are a sign of the biggest heart... and he knows where to find them. Or somebody does... Don't just sit on "your" shelf. The perfect gift... is at STORE

### **Sparkle, Shine, and WOW**

'Tis the season to sparkle, shine... and WOW them with a gift they'll never forget from STORE. Not a jewelry aficionado? No problem. Our team is here to make YOU look good. Think jewelry's too expensive? Think again. We have gifts for every budget and financing options too. Afraid jewelry won't WOW them enough? Well... just wait until you see the look on their face! Find a perfect gift the easy way at STORE.

### **Sparkling Sales Event**

Celebrate with joy and savings during the sparkling sales event at STORE! We're offering special pricing and financing options, so you can make Christmas dreams come true. With a team dedicated to exceptional customer service, it's never been easier to find the perfect gift for everyone on your shopping list. Hurry in for the best selection. This is your last chance this year to give the gift of brilliance at spectacular prices. Don't miss this sparkling sales event at STORE.

### **Antwerp: The Diamond City**

Since the 15<sup>th</sup> century, Antwerp, Belgium has been THE CITY for diamonds. STORE is going overseas to this diamond capital soon, to hand-pick directly from a sparkling selection unlike any in the world. Tell us what you're looking for, and we'll use our connections to personally find it in Antwerp's famous diamond district. This is a special opportunity that allows us to negotiate the best options and value for you. Find out how STORE can bring home your one-of-a-kind Antwerp diamond.

### **Trade-In and Trade-Up**

Turn the page on a new chapter of brilliance. At STORE, upgrade her engagement ring and celebrate a future that shines brighter than ever. Trade-in and trade-up for an even more spectacular diamond that represents your story today. Why not update the mounting for a fresh look? If you keep your diamond, we can even set it in an all new piece. We have many design choices and will guide you through every step. Wouldn't her diamond upgrade go nicely with the car you upgraded last year? Ring in a new season of love at STORE.

### **Holiday "Stories"**

1. Jingle... Jingle... Twinkle... Twinkle... The sights and sounds of Christmas... are here. Capture the magic at STORE.
2. Ho... Ho... NO. Santa is TICKED OFF. He just can't compete... with the FREAKING amazing jewelry... at STORE.
3. Time is running out... to find the perfect gift. Don't panic. STORE is here through Dec 24... to make this Christmas unforgettable.
4. Bow... wow... WOW! Stay out of the doghouse... by surprising them with a gift of their dreams... from STORE.
5. Make her smile... with the gift of sparkle. Spread joy and love... this holiday season... with dazzling jewelry from STORE.
6. It takes more than a fire... to warm the heart. Wrap them in love this holiday... with the glow of... breathtaking jewelry from STORE.

## **Year Round Video**

### **Above Ground Diamonds**

Love is boundless. There's no law that says what's real. Toss out the instructions because you write the rules... together. EVERY diamond at STORE is a symbol of love, whether it comes from below the ground or above it. They're all REAL diamonds - each unique with timeless strength and beauty. Above ground (opt. lab grown) diamonds with flexible financing plans are just another option to consider for your engagement ring. Give your partner in love and life the diamond they'll be proud to wear at STORE.

### **Brilliant Idea**

Here's a brilliant idea! The best diamond values are at your local "diamond store"... STORE. As an independent jeweler and gemologist, we promise an exceptional buying experience on loose diamonds and jewelry. From certified to lab grown, we're the trusted destination for friendly expertise and excellent selection. And, affordable financing plans will have them wearing their dream diamond today. Make your next brilliant idea a diamond from STORE.

### **Lab Grown Diamonds**

There's a lot of questions about lab grown diamonds. As a diamond expert, STORE can help. That's because lab grown diamonds ARE diamonds. Their chemical composition and structural properties are identical to their mined counterparts. Lab grown have the same strength and beauty of mined at a price that might surprise you. The emotion and romance conveyed by ALL diamonds is what's most important. STORE offers both options, so you can choose the one that's best for you.

### **Celebrate Anniversaries**

Of all the choices you've made, there's ONE you've never thought twice about. STORE can help you celebrate your anniversary of THE PROMISE you would make over and over again. This year, show your commitment once more in a very special way that will be cherished forever. Thank them with all your heart for a lifetime of memories and all the moments still to come. The best decision you've ever made deserves the best gift imaginable from STORE.

### **Global Diamond Connections**

Engagements and anniversaries are important celebrations, and the demand for quality diamonds is high. STORES's global connections keep us stocked with the most sought after diamonds through shipments from Antwerp and other trading centers. We're ready for unique requests and our experts can assist you in-store and online. Plus, with no interest financing, once you've found the right diamond, you don't have to wait. Bring the world's finest diamonds to YOU... from your diamond destination... STORE.

### **Trusted Diamond Source (General)**

STORE is this area's independent and trusted source for diamonds. We are an experienced direct diamond importer and have a large selection of certified diamonds. STORE has the designer mountings you've been dreaming of and in-house custom design is our specialty. Our prices can't be beat with incredible savings and financing on engagement rings, stud earrings, bracelets, and more. Make your diamond destination STORE serving TOWN since...

### **Trusted Diamond Source (Financing)**

STORE is this area's independent and trusted source for diamonds. We are an experienced direct diamond importer and have a large selection of certified diamonds. STORE has the designer mountings you've been dreaming of and custom design is our specialty. Our prices can't be beat with diamond engagement rings starting at \$35 per month with 60 months to pay. Make your diamond destination STORE serving TOWNE since...

### **Wish List**

Is finding a gift for your significant other giving you nightmares? Don't worry, if they love jewelry (and who doesn't), they probably already have a wish list at STORE. Here's how it works. When someone sees a "must have" item in our store, we add it to their personal wish list. Then when their loved one comes shopping, we share the list, so they're sure to choose something perfect. Make all special occasions easy, come in today to start a list or shop from one... at STORE.

## **Holidays**

### **Family Holiday**

The holidays remind us that nothing is more important than family. This year, show your love with a special gift from STORE. Beautiful jewelry creates a lasting memory that will be treasured forever. Everything in our store is selected with care to give you the best variety and value. Let our team help with your choice for an enjoyable shopping experience. Make this meaningful holiday even more memorable with STORE.

### **Christmas Parade**

Celebrate the season with STORE's parade of festive jewelry gifts. Choose from a sparkling menagerie of color and style that will fill their heart with joy. Our cases are stocked with popular favorites and unique surprises they're sure to love with end-of-the-year savings YOU'LL love! The excitement doesn't stop there because our financing plans will bring even more sparkle to the holidays. Don't let this parade pass you by, join in the fun at STORE.

### **Holiday Proposal**

What would the holidays be without love? At STORE, our engagement rings will have you rockin' around the tree. Whether you plan to pop the question with the family or wait until a quiet New Year's getaway, we'll help you find their dream diamond. Service comes first, so we'll get it set and sized in time for the big day. Don't forget to ask about our special holiday financing options too. End the year with love and a new beginning at STORE.

### **Bring Holiday Cheer**

Bring even more CHEER to your holiday with beautiful jewelry from STORE. This is a time to celebrate family and togetherness... and one gift shares your love like no other. As a local jeweler, our gift to YOU is a promise of value and quality you can trust. We want to make this holiday feel like no other so you can carry that joy into the new year. Remember how special the holidays can be at STORE.

### **Christmas Diamonds**

Nothing brings a twinkle to the eye quite like a Christmas diamond. STORE has the diamond jewelry collection that will make this Christmas unforgettable. From elegant earrings to a fabulous necklace and anything else you can imagine- we have the gifts to spread SPARKLE to the season. Our team will help you find the perfect present AND beautifully wrap it. No costly extras or expedited shipping needed. For fast and local service you can count on, choose STORE.

### **Season of Love**

'Tis the season for LOVE... and the perfect SYMBOL of love is a diamond ring that promises FOREVER. STORE will make this holiday one to remember. Our experts will help find your dream diamond and an unforgettable mounting. We have the designer styles and selection you desire with the quality and service you deserve. Plus, financing options for every budget will feel like holiday magic. Remember, your season of love starts at STORE.

### **Happy Holidays**

Santa's got his work cut out for himself THIS year. Give him a break... and get your most important shopping done at a local jeweler, STORE. The holidays are a time to remember what you cherish most and jewelry says my life wouldn't be the same without you. Browse our beautiful holiday collection online and we can even arrange pickup or delivery for your convenience. Bring a happy end to the year. Join STORE in supporting our community businesses this holiday season.

### **Holiday Engagement**

The holidays are a time to reflect on the year and focus on what's important. Don't wait another moment to start living your life with the one you love. At STORE, you'll find a showroom filled with beautiful engagement rings. You can even browse our website to conveniently see all the popular styles and designers. Plus, affordable financing plans mean you can get a dream ring today.. with no wait. Start the new year right at STORE.

### **Holiday Hot Rod**

That car deserves an oil change, and you should go to STORE.

### **Love is in the Air (Valentine's Day)**

Love is in the air at STORE this Valentine's Day. We have beautiful jewelry surprises EVERYONE will love! When it's from the heart, even small gifts have BIG significance. Are you looking for an engagement ring? Maybe you want to "one-up" your Christmas gift? Take heart because we have what your sweetest REALLY wants! Our team will help you find the right gift at the right price, along with special financing options. Share your love this February 14<sup>th</sup> from STORE.

### **Thinking of You (Valentine's Day)**

Say "I Love You" with jewelry! A gift from STORE will let them know you're thinking about them this Valentine's Day and all year long. When it's from the heart, make sure it's from STORE.

### **Valentine Thank You**

Times being what they are, it's easy to forget something like Valentine's Day. What you can't forget is that special person in your life who makes every day better. Say "thank you" for all they do with a gift of jewelry from STORE. There's no better way to say "I love you" than with something that will remind them of your gratitude each time they wear it. We have many beautiful options to choose from, and one look in their eyes will show you made the perfect choice. Come to STORE and make this Valentine's Day one they'll never forget.

### **Mother's Day**

When it comes to... well, just about everything... nobody does it better than MOMS. It's not magic, they REALLY CAN do it all. Every mom would love a special Mother's Day thank you from STORE. Beautiful jewelry will remind them how much you appreciate all they do with something they can wear every day. Of course they know you care, but when's the last time you've shown it in such a special way? Make this Mother's Day one they'll always remember from STORE.

## **Bridal & Engagement**

### **Big Decision/Exceptional Service**

For the love of a lifetime, you want an engagement ring that will be cherished forever. It's a big decision, but an experienced local, jeweler like STORE will help you through every step. Something this important deserves an exceptional level of service, which we promise to provide. From diamond choices to ring styles and metal types, all your options will be clearly explained so you can focus on the love that brought you here. Make STORE your first stop on the road to forever.

### **A Real Deal**

Click and ship is easy, but we've all had a "great deal" that wasn't what we expected. Is your big engagement ring purchase worth the risk? At STORE we offer an experience that's both easy AND worry free with an in-store selection you can see and touch, (opt. including above ground diamonds). Our team will answer all your questions plus you can browse our website for ideas before you come in. We all love a deal, but what we really want is the best value with great service.. you'll find all three at STORE.

### **Timeless Love**

Celebrate your timeless journey with a diamond from STORE.

### **Storybook Love**

A storybook love... always has a happily ever after... but a real fairy tale can't be told without a diamond from STORE. This fantasy isn't make believe. We have the engagement ring to make all your dreams come true. In this love story, happily ever after is just the beginning. Start the next chapter of your life together at STORE.

### **Engagement Ring Financing**

The good news is... she thinks you're "the one". The bad news is... you're taking way too long to propose. At STORE we want you to live your life with the one you love.. right now! We have 1 CT diamond solitaire engagement rings for as low as \$65 a month... and 2 CT rings from \$200 a month. Now that's REALLY good news. Don't wait 'til tomorrow... finance her dream ring today at STORE.

### **One-of-a-Kind Ring**

From the first moment you met... to all the dreams you share for the future, your LOVE is one-of-a-kind. Imagine an engagement ring that's just as unique. STORE will design a custom creation that tells your love story like no other. We'll help bring your ideas to life with craft and care. Maybe it's time to upgrade a current ring to something truly unforgettable. Make YOUR promise of forever with something you can't find anywhere else... a true "one-of-a-kind" from STORE.

### **Your Love Story, Our Story**

YOUR PERFECT MOMENT... starts with THE PERFECT RING... THE PERFECT RING comes from a TRUSTED, LOCAL JEWELER. STORE can help you rejoice in LIFE'S most SPECIAL MILESTONES. We would be honored to make YOUR LOVE STORY... part of OUR STORY.... Make YOUR engagement ring and bridal jewelry destination... STORE.

### **Social Media Proposal of the Year**

Imagine if your proposal was covered like the social media event of the year. (pause) For an engagement ring like that, wouldn't you choose a jeweler you can trust? A jeweler like STORE.

### **Proposal Prep**

Stop stalling. The perfect time is RIGHT NOW and the perfect RING is at STORE.

### **Sparks Will Fly**

This year... SPARKS WILL FLY. Light up her face with an engagement ring from STORE that says "Will you marry me?" with a BLAST. She'll be seeing stars with our explosive selection of all the hottest styles and brands. The brightness of our handpicked diamonds may leave you blinded, but you'll also get the most BANG for your buck. Make her heart go BOOM... with an engagement ring from STORE.

### **Magic Ice**

Warm her heart with "MAGIC ICE" from STORE in TOWN.

## **Store Image & Service**

### **Art is Love**

Art is Love. At STORE, we're artists who want to bring your Vision of Love to life. Are you looking for a one-of-a-kind engagement ring or a meaningful piece to celebrate your family? Maybe you have a unique idea for a special gift or heirloom. Our jewelry design team will work with you to create a true "work of art". Express your extraordinary love in an unforgettable way that will be treasured forever. Make our next master "piece" YOUR "piece" at STORE.

### **Family Owned Tradition**

Even in times that test us, there are moments we remember with joy. Memories to hold on to. Milestones that define who we are. As a local jeweler, STORE is here for all those occasions. OUR family-owned tradition is a commitment to YOUR most important promises. Value, quality and service are the BIG ideals that make this SMALL business one to remember. For those most important times, choose STORE.

### **We Create Heirlooms**

When STORE creates a custom piece, our focus is on the person who wears it. Starting from your idea, we make it come alive in the artisan tradition. We choose the best materials and craft your work of art to perfection. Each one-of-a-kind creation is special to us, but most importantly to you... made to be cherished and lovingly worn. See why our design skills set us apart. STORE doesn't just sell jewelry, we create heirlooms.

### **Five Star Jeweler**

You can tell a lot about a local business from their reviews. STORE is honored by the many positive ratings we've received online. It feels good to hear so many clients happy to discover that exceptional quality jewelry can be affordable. We love that so many recognize our knowledgeable and helpful team with their top shelf service. We take our reviews seriously because customer satisfaction is our number one goal. See the results for yourself. We hope you'll give STORE our next five star review!

### **Satisfaction Guarantee Repair**

When you need a repair, you go to an expert, especially for jewelry. STORE is your trusted source for fast and professional jewelry repairs. You can be confident knowing all our repairs, including ring sizing, are SATISFACTION GUARANTEED. From a watch battery to a priceless necklace, we'll make it look brand new with quick and excellent service. We're highly rated and recommended by many happy clients. We hope YOU'LL be next. Get your repair done right at STORE.

### **Confident Repair**

There is a reason we call jewelry keepsakes. You should be able to treasure it forever, but even the finest pieces must be maintained. Trust the experts at STORE to keep your family's most precious heirlooms safe and beautiful. From repairing a prong or resizing your engagement ring, to a complete restoration of grandma's necklace - no job is too big or small. Make your most cherished treasures feel like new for generations. Enjoy the confidence of a local jeweler... STORE.

### **Unique is Beautiful**

For those times when jewelry that's more of the same isn't enough, custom design from STORE is the answer. Our jewelry artists will design and create the piece you've always wanted. Share the colors and looks that inspire you. We'll do the rest. If you can dream it, we can make it. At STORE we believe jewelry is art and unique art is beautiful. Let us help bring some beauty into your life today.

### **Shop Small**

A small business really isn't so small. It impacts your community in a big way. When you shop local, you're backing someone who will have YOUR BACK for years to come. STORE is proud to be small. We're owned and operated right here. You've trusted us with gifts for loved ones, generations of engagements, and keeping grandma's ring shining like new. That a big responsibility that this little store takes very seriously. Join STORE in supporting the many small businesses in our area.

### **Store Services Intro :60**

Hello, I'm NAME from STORE. STORE is an independent, locally owned jewelry store. We provide a full range of (in-house) services like custom design and jewelry repair, including free inspections and estimates. We also offer appraisals, engraving, cleaning, watch batteries, and more. We even buy your gold and diamonds. We have one of this area's best jewelry selections with everything from timeless classics to the hottest designer pieces, alongside our own one-of-a-kind creations. You'll find something for any taste and budget, whether it's an engagement ring or a memorable gift for an anniversary, birthday, graduation or other special occasion. Oh, and surprises are our specialty! Feel free to browse our website for more information, plus we'd be thrilled to get a like from you on Facebook. On

behalf of STORE, I personally invite you to come visit our showroom in TOWN. We've been here since 1919, and look forward to seeing you sometime soon.

### **IJO Conference Promo**

Hello, I'm NAME from STORE. I'm at the Independent Jewelers Organization conference in LOCATION. We come to these events twice a year to see what's new and trending in the jewelry world. Let's take a look. On the show floor we visit our favorite designers, many of whom have become like old friends. We're also looking to add suppliers that will bring a fresh lineup of pieces to our store. We spend days searching the aisles to find the perfect additions for our showcases. It's a lot of fun but hard work too. Whew! Our shopping spree is almost done, and I can't wait to share our latest jewelry treasures with everyone at STORE. We hope to see you soon!

## **Premier Series Commercials**

### **Now or Never - Premier Series**

Your lives are already one. Now show you're always committed with a diamond from STORE.

### **This Christmas – Premier Series**

Make Christmas dreams come true with STORE.

### **Choosing Those Eyes – Premier Series**

When it's for life, choose their diamond from STORE.

### **Auld Lang Syne - Premier Series**

Make the holidays memorable with a gift of love from STORE.

### **Like a Diamond – Premier Series**

With your partner by your side, embrace the unknown of endless possibilities with a diamond from STORE.

### **Gonna Love U Forever - Premier Series**

Forever starts at STORE.