FOR LINDA BARLOW • BERRY'S JEWELLERS

A little more colour.

Three ideas for Berry's

A set of storyboard concepts for the 18ct Yellow Gold Rainbow Sapphire Tennis Bracelet.



A PRESENTER / B THREE MOMENTS / C UP CLOSE

Three ways to tell the story.

Each concept pairs a clear opening with the colour and craftsmanship of the bracelet.

A

Which colour is hers?

22 seconds • Presenter-led

B

One bracelet, three moments

24 seconds • Voice over

C

The 6.08 carats, up close

15 seconds • Music and on-screen text

A gap worth testing.

Berry's ran about 300 UK Meta ads when this research was checked. Watches, rings and Chopard led the mix; the review found no bracelet-led video ad.

~300

UK META ADS REVIEWED

Most featured watches, rings or Chopard.

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BRACELET-LED VIDEO ADS FOUND

An opening for a fresh creative test.

The hero: 18ct yellow gold Rainbow Sapphire Tennis Bracelet, 6.08ct of princess-cut sapphires. Listed at £5,996, reduced from £7,495, when checked on 20 November 2026.

These are AI-generated spec concepts for review, not ads that have run. Sale pricing and delivery terms should be checked before publication.

The formats have stayed live.

We looked at bracelet video ads in the UK Meta Ad Library and used their formats as a starting point. Run length is a useful signal, not proof of sales.



BERRY'S OWN LONG-RUNNING ADS

Chopard: 135 days / Cartier his and hers: 106 days / Simply Solitaire face to camera: 101 days.

Source: Meta Ad Library, UK, checked 20 November 2026. Astley Clarke was still live; Legacy ran October to January. Large UK chains: 7 to 28 days. Select a bar to open the reference ad.

A / Which colour is hers?

22 SECONDS • 9:16 • FACE TO CAMERA

A presenter makes gifting feel simpler.

A consultant introduces the rainbow of sapphires as an answer to the question: which colour is hers? The piece carries every colour, so the buyer does not have to choose just one.



Opening: “Buying for her this Christmas, and don’t know her style? Start here.”

Creative reference: Abbott Lyon, Molten — 381 days. Berry’s Simply Solitaire face-to-camera ad ran 101 days.

A / Which colour is hers?

SHOT BY SHOT • 22 SECONDS



A01 / 0–2s

She sits at a boutique table.

Buying for her this Christmas? · "Buying for her this Christmas, and don't know her style?"



A02 / 2–4s

She holds the bracelet up.

Start here. · "Start here."



A03 / 4–7s

Close on the pinks.

Romantic: the pinks · "If she's romantic, look at the pinks."



A04 / 7–10s

Close on the blues.

Classic: the blues · "Classic? The blues."

A / Which colour is hers?

SHOT BY SHOT • 22 SECONDS



A05 / 10–13s

Close on the yellows.

Warm: the yellows · "Warm? The yellows and golds."



A06 / 13–17s

On her wrist. Slow turn.

6.08ct sapphires. 18ct gold. · "So you don't have to pick one."



A07 / 17–20s

She smiles, chin on hand.

Which colour is she? Comment below. · "So, which colour is she?"



A08 / 20–22s

End card. Bracelet on dark.

Gift wrapped. Since 1897. · Piano ends

B / One bracelet, three moments

24 SECONDS • 9:16 • VOICE OVER WRIST SHOTS

One bracelet follows her through the day.

A Leeds café, evening drinks and Christmas morning become three moments in one story. The bracelet connects the scenes, ending where the gift began.



Opening: “The jewellery I love most is the piece I never take off.”

Creative reference: Abbott Lyon, Floating Charms — 203 days. A personal opening and cuts to the wrist guide the structure.

B / One bracelet, three moments

SHOT BY SHOT • 24 SECONDS



B01 / 0–3s

Hand on a latte. Leeds café.

10am. Coffee in Leeds. · "The jewellery I love most is the piece I never take off."



B02 / 3–6s

Wrist turns. Stones catch the light.

"Good day or bad day, I look down and there it is."



B03 / 6–8s

Same wrist. Candlelit bar.

8pm. Drinks. · Music lifts



B04 / 8–11s

Hand by a glass of fizz.

6.08ct rainbow sapphires · "It goes with everything."

B / One bracelet, three moments

SHOT BY SHOT • 24 SECONDS



B05 / 11–13s

Same wrist. Christmas tree lights.

Christmas morning. · Music softens



B06 / 13–17s

She opens a Berry's box.

Where it started. · "And it all started here."



B07 / 17–20s

Bracelet on her wrist. Tree behind.

"Every colour. Every moment."



B08 / 20–24s

End card. Bracelet on dark.

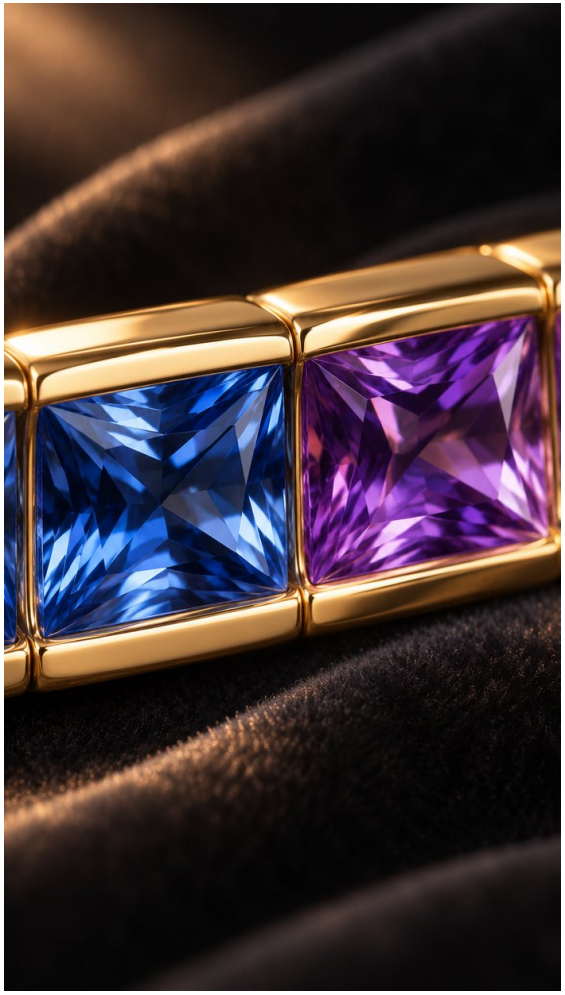
Worn for every moment. Berry's. Since 1897. · Music ends

C / The 6.08 carats, up close

15 SECONDS • 9:16 • MUSIC AND ON-SCREEN TEXT

Let the colours do the talking.

Start close on the stones, travel along the colours, then pull back to the wrist and clasp. The slower 15-second cut gives the details room to breathe.

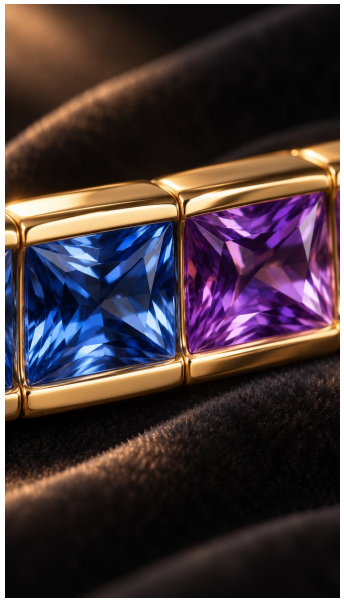


On screen: “Every colour, in one line.”

Creative reference: Abbott Lyon, Legacy — 89 days, including the Christmas season. Product detail leads without a presenter.

C / The 6.08 carats, up close

SHOT BY SHOT • 15 SECONDS



C01 / 0–2s

Very close on two stones.

Every colour, in one line · Soft chime



C02 / 2–5s

Slide along the colours.

EVERY COLOUR, IN ONE LINE · Music only



C03 / 5–8s

Pull back to the wrist.

Gift wrapped. Free next day delivery. · Music only



C04 / 8–10s

Light sweeps the stones.

Sparkle

C / The 6.08 carats, up close

SHOT BY SHOT • 15 SECONDS



C05 / 10–12s

The clasp catches the light.

Click



C06 / 12–15s

Settle. Berry's logo on top.

Berry's · Music ends

Built for the way people watch.

A clear opening

Each idea gives viewers a reason to stop in the first moments.

Sound on or off

On-screen words carry the story; Concept C has no voiceover.

Made for the feed

Vertical 9:16 framing fills Reels and Stories.

Three distinct approaches

Test a face-to-camera gift idea, a lifestyle story and a product close-up.

A seasonal reason to act

Each idea can be used for gifting; the close-up can also run beyond Christmas.

A response to invite

Concept A ends with a question: “Which colour is she?”

General creative principles, not a prediction of results or evidence from Berry's account. Run lengths are observations, not proof of commercial performance.

Research and references.

The observations in this pitch were checked in the UK Meta Ad Library on 20 November 2026. Select an ad below to view its library record.

Abbott Lyon, Molten	**META AD ID 602623155486660**
Astley Clarke, Locket	**META AD ID 1329656238906992**
Abbott Lyon, Floating Charms	**META AD ID 1216125833588024**
Abbott Lyon, Legacy	**META AD ID 1120420503608690**
Berry's, Simply Solitaire	**META AD ID 1054774863647638**

Product specifications and sale price: Berry's product listing, checked 20 November 2026. UK next-day delivery is subject to the retailer's current cut-off and terms.

yukti. FOR Berry's

Thank you.

Which story should we bring to life?

A

Which colour is hers?

B

One bracelet, three moments

C

The 6.08 carats, up close

Reply with A, B or C, or tell us what you would like to combine.

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AI-generated spec concepts. Nothing shown has run as an ad.