

PURE - RARE - ETERNAL

Optimizing a Global Website for Platinum

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**University Club of Chicago | Chicago, IL
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Platinum Guild International

- Platinum Guild International (PGI) is a global organisation which promotes platinum jewelry worldwide.



Preciousplatinum.com

- Preciousplatinum.com was launched in 2003, with a refresh carried out in 2006.



Online Strategy Review

- The review showed that Preciousplatinum.com's:
 - Purpose needed to be more clearly defined for Consumers
 - Full potential was not being exploited
 - Traffic was low
 - Site lacked involvement.



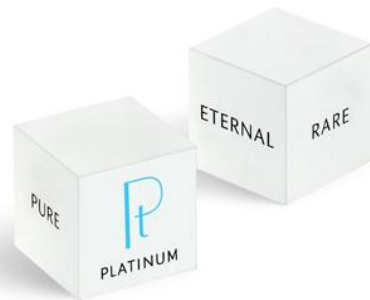
Regional Diversity



Global Unity

- One core site to project PGI's global positioning of:

Pure - Rare - Eternal






Research Objectives

- To ensure that:
 - New site clearly communicates its role
 - New structure with the Design Gallery at its core matches the intuitive consumer journey
 - Delivers a clear and differentiating global positioning for platinum
 - Addresses consumer needs in the key markets equally effectively.



Research Design

- The sample reflected the key Targets within each main PGI market:

| US (New Jersey)  | Japan (Tokyo)  | China (Shanghai)  |
|--|--|---|
| <p>4 x Pre-Engaged Women</p> <p>4 x Pre-Engaged Men</p> <p>4 x Pre-Married Couples</p> | <p>4 x Pre-Married Couples</p> <p>4 x Women Light jewelry Owners</p> <p>4 x Women Heavy jewelry Owners</p> | <p>4 x Bridal Pre-Married Couples</p> <p>4 x Women jewelry Owners</p> |
| 12 in -Depth Interviews | 12 in -Depth Interviews | 8 in -Depth Interviews |

Face to Face

- The subject is deeply personal: Something precious, intimate and emotionally significant.
- To observe how respondents navigated, their posture and body language, their facial expressions.
- To get a feel for personal and cultural attitudes and behaviour.
- To gauge how people genuinely felt, by talking and probing

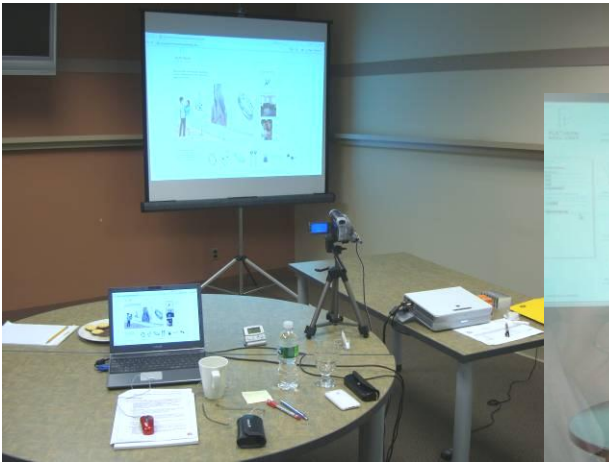


Multi-National Research Challenges

- Hands-on approach to ensure consistency and sensitivity - it was vital to be present in each market.
- Involving the local teams in each market enabled support and feedback.
- Understanding of Cultural issues and local needs



Methodology

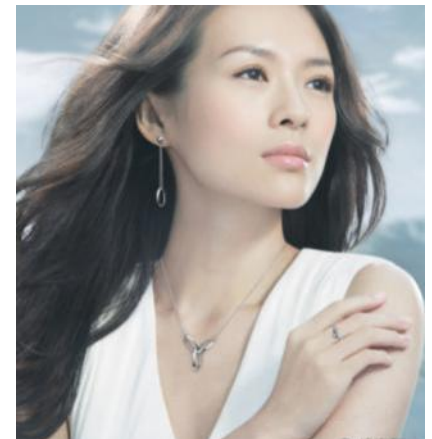
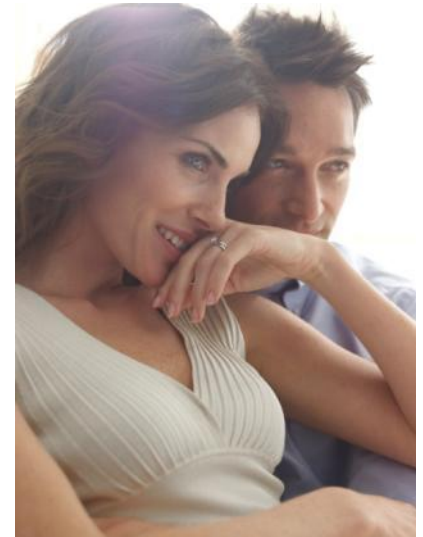


Some Key Findings...



Different Motivations

- Cultural and consumer needs strongly influence motivation and emotion
- Platinum jewelry can be a highly emotional purchase when a wedding is involved
- Motivations change and design is more important when women buy jewelry for themselves.
- The research looked carefully at the psychology of each target group in order to ensure that the site felt inclusive for all visitor types.



US Females



“The ring will be a reminder, the beginning of my future”



US Males



*“I want to know why platinum is worth it...
I need an explanation and breakdown”*





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United States

Search

Sitemap Login Print

Home Design gallery Find a platinum retailer [Hints & tips](#) Media center About Platinum Guild

Home / Hints & tips / What to look for in a platinum ring

Hints & tips

- Platinum jewelry buyer's guide
- Platinum wedding band guide
- Platinum engagement ring guide
- Platinum qualities
- Platinum & other metals
- Platinum & precious gems
- What to look for in a platinum ring**
- Platinum settings
- Platinum ring styles
- Finding your ring size
- Planning & budgeting
- What to expect in store
- Caring for platinum jewelry
- Glossary
- Platinum history

Bundle and save downloads
A simple way to collate and download multiple files from [preciousplatinum.com](#)

What to look for in a platinum ring [Add](#)

View ▾

Delete All ✕ Download ▾

What to look for in a platinum ring

A platinum ring is precious. A platinum engagement ring is the perfect choice to mark the most important and meaningful relationship of your life. The design of your platinum ring is a very personal decision, however there are four general points to consider:

Stone

Setting

Band

Hallmark

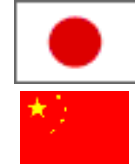
GEMSTONE(S): Where a ring contains one or more gemstones, these will account for the greatest portion of the ring's cost. The size, color, clarity and cut of a stone will directly affect the price and value of the ring.
See [Platinum & precious gems](#) →

SETTING: A platinum setting is the most secure way to hold the stone(s), ensuring the ring endures a lifetime of wear. There are a variety of settings available, each gives the ring its unique style.
See [Platinum settings](#) →

BAND: The band offers a wealth of considerations, from size, finishes to styles.
See [Finding your ring size](#) → and [Platinum ring styles](#) → to learn more.

HALLMARK: The hallmark identifies the type and purity of the metal used in the setting. All platinum rings bought in the US should be stamped with this information.
See [Platinum & other metals](#) → to learn more

Japanese & Chinese Males



*“I want to get involved, ‘to get it right’,
I want to feel informed”*



Japanese Females

“I want to find beautiful items to inspire my dreams”



Japanese Females



The screenshot displays the Platinum website interface in Japanese. At the top, there is a navigation bar with links: ホーム (Home), デザイン・ギャラリー (Design Gallery), 店舗検索 (Store Search), プラチナ・ガイド (Platinum Guide), 広告・トピックス (Advertising Topics), and プラチナ・ギルドとは (What is the Platinum Guild?). A search bar and links for サイト内検索 (Search), サイトマップ (Site Map), ログイン (Login), and 印刷 (Print) are also present.

On the left side, a sidebar menu lists various sections under the heading 広告・トピックス (Advertising Topics):

- プラチナ・ニュース (Platinum News)
- プレスリリース (Press Release)
- 広告アーカイブ (Advertising Archive)
- プラチナTV (Platinum TV)
- プラチナ・ウォッチ 2010/2011 (Platinum Watch 2010/2011)
- プラチナ・チェーン コーディネイトブック (Platinum Chain Coordinate Book)
- LOVE + Platinum
- プラチナ・クイズ (Platinum Quiz)

The main content area features two large images of female models. The left image shows a model in a white dress wearing a long chain necklace with a cross pendant. The right image shows a model in a blue dress wearing a long chain necklace. Text overlays on these images include:

- 02 理由** (Reason) - チェーンの使い方は、手持ちのジュエリーの雰囲気もチェンジ (The way to use the chain is to change the atmosphere of the jewelry you are holding).
- 01 理由** (Reason) - プラチナ・ロングチェーン 1本あれば、デコルテが表情豊かに (With one Platinum Long Chain, your décolletage can be more expressive).

On the far right, vertical text reads: プラチナ・チェーンが必要な4つの理由 (4 reasons why you need a Platinum Chain).

Chinese Females (Pre-Bridal)



*"It's a certification of our love,
I want the guarantee of the (Pt) brand"*



Chinese Females

(who buy for themselves)



*“I’m interested in the latest designs,
I want to see what is popular this year”*



Chinese Females (who buy for themselves)



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The screenshot displays the Platinum website interface. At the top, there is a navigation bar with links: 主页 (Home), 铂金珠宝廊 (Platinum Jewelry Gallery), 寻找铂金珠宝商 (Find Platinum Jeweler), 购买建议 (Purchase Advice), 新闻中心 (News Center), and 关于国际铂金协会 (About the International Platinum Association). Below this, a large banner features a smiling woman wearing a platinum necklace, with the text "My Beautiful Life" and "珍贵环环相扣 由你随心演绎" (Precious rings interlock, performed by you as you wish). To the right of the woman, there is a paragraph of text in Chinese, followed by the "喜悦 JOYOUS" logo and another paragraph. On the left side of the banner, there is a sidebar with a list of links: 新闻中的铂金 (Platinum in the News), 新闻发布 (News Release), 平面广告欣赏 (Appreciate Plane Advertisements), 视频广告欣赏 (Appreciate Video Advertisements), Platinum watches 2010/2011, 贵永铂金 - 永恒珍贵时光 (Forever Platinum - Eternal Precious Time), 2010 铂金婚庆手册 (2010 Platinum Wedding Manual), 《新娘》专题鉴赏6月刊 (Special Appreciation of 'The Bride' June Issue), 《新娘》专题鉴赏6月刊 (Special Appreciation of 'The Bride' June Issue), and 《新娘》专题鉴赏7月刊 (Special Appreciation of 'The Bride' July Issue). At the bottom of the banner, there is a row of small images showing different women wearing various platinum jewelry pieces.

What did we Achieve?



For PGI's Headquarters




Local preciousplatinum.com sites
pre-research




New global template for
preciousplatinum.com

For PGI's local teams




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[→ Home](#)
[Design gallery](#)
[Find a platinum retailer](#)
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Welcome to the official website for platinum jewelry, offering advice and information, design inspiration, and where to find a recommended platinum retailer in your area. The site is brought to you by Platinum Guild International, the world's leading authority and source of independent information about platinum jewelry. [Find out more →](#)


United States


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Design gallery:
Visit the Design gallery to discover the platinum jewelry of your dreams.
[Find out more →](#)










Find a retailer :
Search for a recommended platinum jewelry retailer in your area.
[Find out more →](#)



Budget Calculator
Use the Budget Calculator to find out a suggested budget for a platinum engagement ring setting and view rings that fit in that budget range.
[Find out more →](#)

Page [←](#) [1](#) [2](#) [3](#) [→](#)

Here's a selection of the latest platinum jewelry designs found in our design gallery. View a piece by clicking on it here or select design gallery above to browse all our featured designs.

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[Terms & conditions](#)

For PGI's local teams

USA



JAPAN



CHINA



INDIA



UK



ITALY



FRANCE



GERMANY



For the Web Designers



PLATINUM
純粋、希少、時をこえて、プラチナ

[→ ホーム](#)
[デザイン・ギャラリー](#)
[店舗検索](#)
[プラチナ・ガイド](#)
[広告・トピックス](#)
[プラチナ・ギルドとは](#)

日本

サイト内検索

サイトマップ ログイン 印刷

プラチナ・ジュエリーの公式サイトへようこそ。当サイトは、プラチナ・ジュエリーに関するアドバイスや情報をご提供しています。また、お近くのプラチナ・ジュエリーお取扱店舗もお探しいただけます。このサイトは、プラチナ・ジュエリーの国際的な情報機関であるプラチナ・ギルド・インターナショナルが運営しています。

[詳しくはこちら →](#)



**プラチナ・チェーン
コーディネートブック**
何かと便利なプラチナ・チェーン。単品使い、1本重なるだけでも印象がガラリと変わります。コーディネートに参考にご覧ください。



プラチナ・ニュース
レッドカーペットでのセレブリティのコーディネートから奇跡の逸話まで。プラチナ・ニュースへ>>

[プラチナつぶやき配信中!](#)
@MrsPlatine

[メルマガ登録も受付中!](#)

**「サンクスデイズ・プラチナ」
よい夫全国統一模試、実施中!**
よい夫シリーズ3作目は、実生活で役立つ「よい夫エッセンス」を盛り込んだ統一模試です。偏差値でよい夫ぶりを診断します。今すぐトライする>>



このコーナーでは、「デザイン・ギャラリー」でご覧いただけるプラチナ・ジュエリーの中から最新のジュエリーをご紹介します。各画像をクリックすると詳細ページに飛ぶことができます。



ページ
ジ

← 1 2 3 →


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For the Web Designers



For the Web Designers



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Home → Design gallery Find a platinum retailer Hints & tips Media center About Platinum Guild

← THIS WAY THIS WAY →

Design gallery

Show all items
Most Viewed

- Jewelry type
 - Engagement rings (94)
 - Wedding bands (94)
 - Bridal Ring Sets (201)
 - Fashion rings (11)
 - Necklaces (26)
 - Earrings (18)
 - Bracelets (5)
 - Watches (13)
 - Cufflinks (4)
- Occasion
- Stone
- Setting
- Finish
- Platinum inspiration
- Dreamlist
- Designers' profiles
- Budget Calculator



Description
Lieberfarb platinum and three stone diamond engagement ring.

Price range
\$2501 - \$4000

► Designer details

More from the designer

Send to friend

Add to dreamlist

Bookmark with

Enlarge image

Related Information

[Find a retailer](#)


Platinum setting styles
Discover the perfect setting to reflect your personal style
[More →](#)

What to expect in store?
Learn all about platinum before you visit a jeweler
[More →](#)

Platinum engagement ring guide
Our tips on finding the perfect platinum engagement ring.
[More →](#)

Pricing is approximate and will depend on the current platinum price, the amount of platinum in the piece and the precious stone content.
The price of the platinum engagement rings in the Design Gallery are for the setting only, and do not include the center stone, unless otherwise noted in the description.

Show all price ranges <\$1500 \$1501 - \$2500 \$2501 - \$4000 \$4001 - \$6000 \$6001 - \$7500 \$7500+

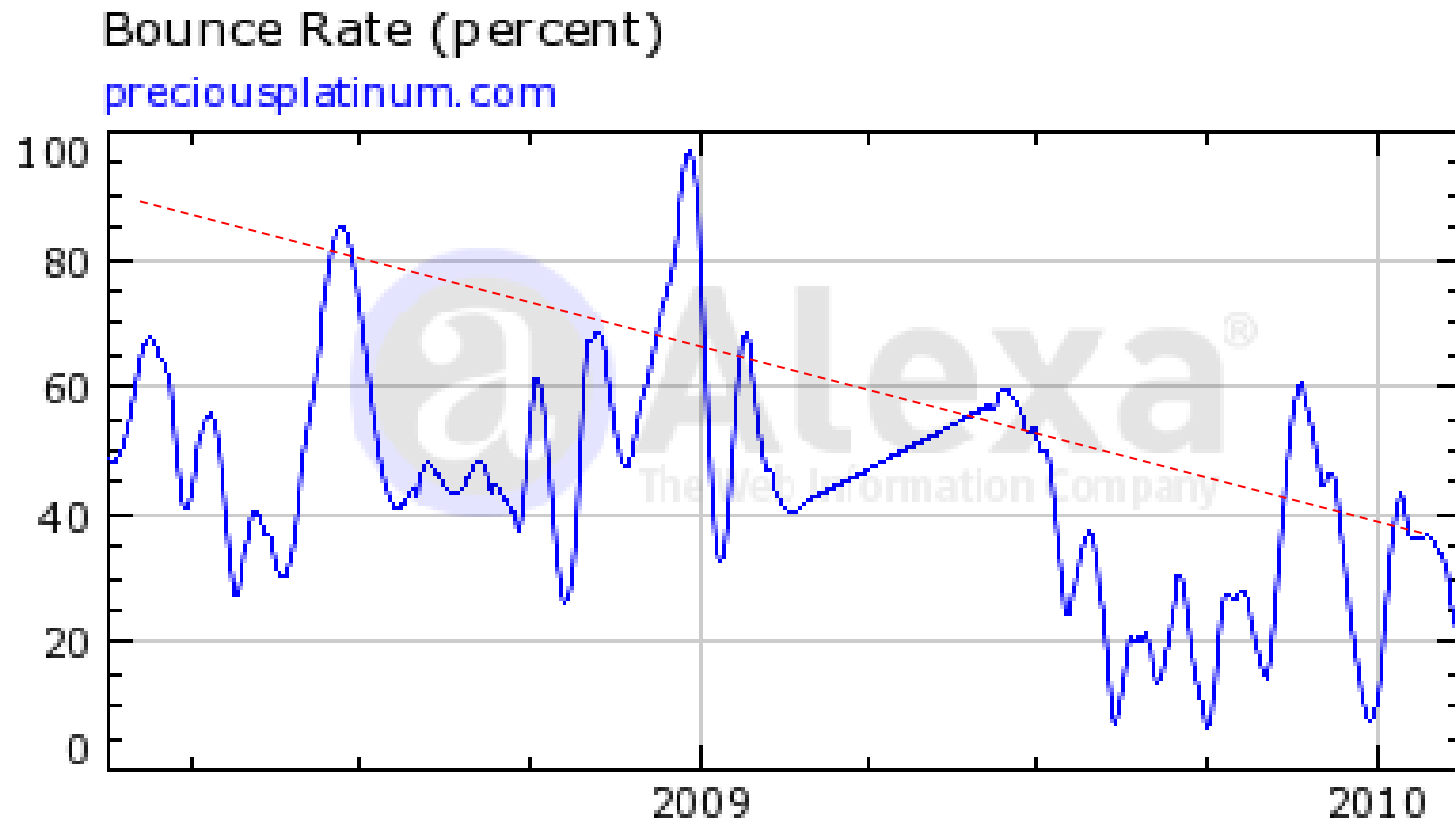


In Conclusion...



Research Effectiveness

- This Qualitative Research was very effective as Web data clearly shows.

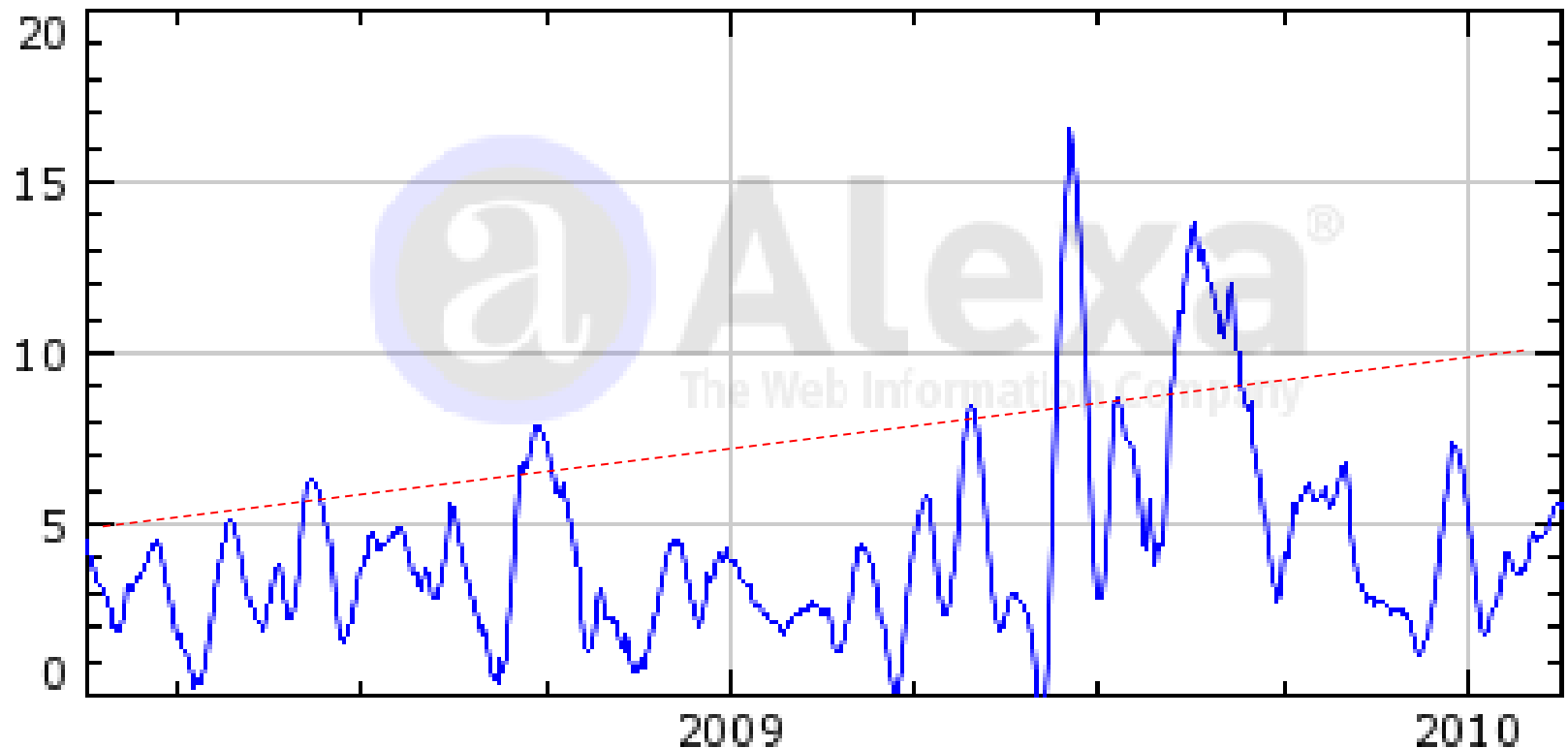


Research Effectiveness

- Increased time spent on Site across all markets:

Time on Site (minutes)

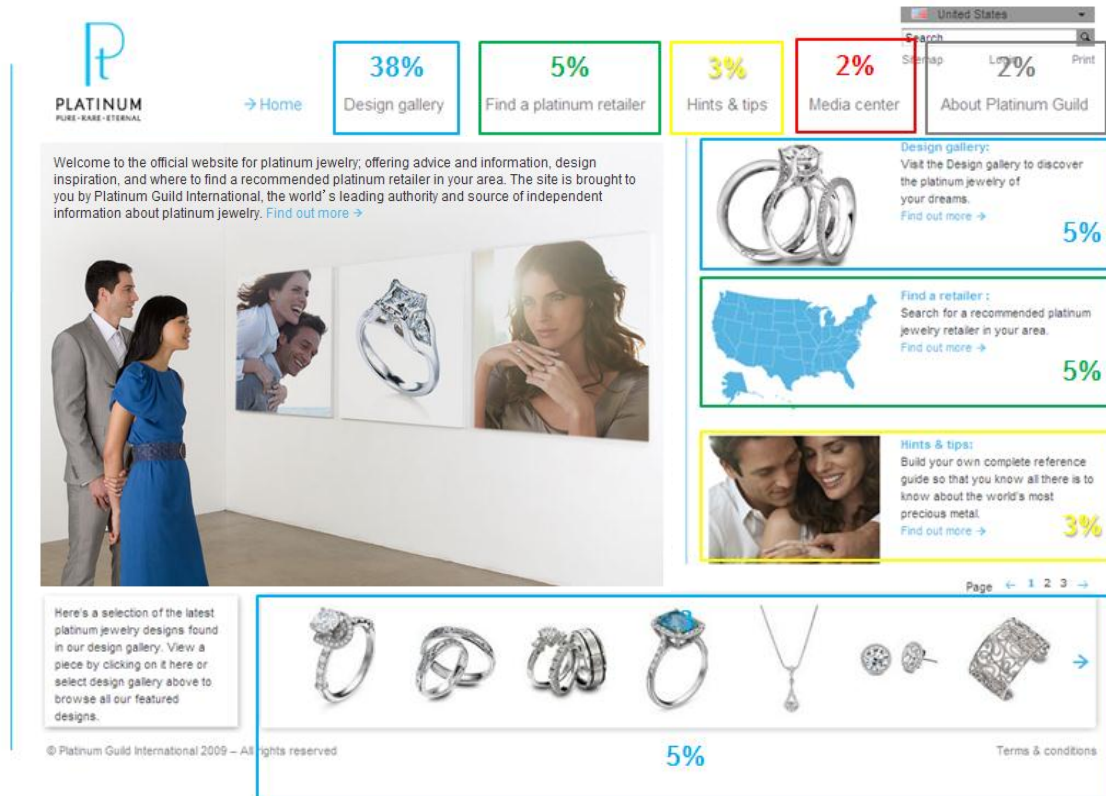
preciousplatinum.com



Research Effectiveness



Visitors now take many routes from the homepage (USA example)



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Thank you very much

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