

PR idea

**Pandora for men
Find the right gift.**



Overview

- We need to make people aware that Pandora is also for men
- To highlight gift ideas on budget VS competitors

PR title



**Find the perfect gift
for him by Pandora**

**Content
reference**

Pandora for the man in your
life, your brother, your father,
your son and your best friend

On budget gifts for him

What keywords to include?

Men's jewellery

For him

Bracelet

Ring

Necklace

Gifts for

- brother
- father
- partner
- friend
- young adults

Silver

Gold



**Delivery
timeline?**

2 weeks from now
Deadline: the 15th
of October 2022

Words count

500 words

NOTE: The image for the banner will be provided separately