

# Pandora

Creates ads as personalized as custom charms, lifting purchase intent by 37%



## The goal

Pandora helps people express themselves through jewelry with personal meaning. Wanting its advertising to feel just as genuine, the brand used generative AI to bring their messages to life more efficiently.

Pandora focused on creating ads that represented its diverse audience and strengthened emotional connection. Research shows that 76% of Pandora owners want to feel represented in ads and 64% have stopped buying from brands that don't align with their values.

In a crowded jewelry market where emotional storytelling drives loyalty, the team knew they needed to reflect consumers' identities and values to outshine the competition. So they aimed to increase purchase intent and brand affinity, while exploring how AI could deliver high-performing creative faster and more effectively—without compromising brand tone or emotional intelligence (EQ).

## The solution

**Inclusive language strategy:** The team developed ad variations designed to make every message more relatable, introducing [EQ modifiers](#) such as "Feel Seen" and "Celebrate You" to highlight individuality and belonging.

**AI-assisted creative development:** Using [Copilot in Microsoft Advertising Platform](#), Pandora created and tested inclusive ad variations that stayed true to its voice while learning which tones best resonated with audiences.

**Purposeful audience targeting:** With [Search and audience targeting](#), Pandora reached value-driven shoppers who look for authenticity from the brands they choose.

**Learning what resonates:** The team used a choice-based survey to better understand what mattered to their audience.

## The results

10%

Increase in purchase intent

39%

Increase in non-owner purchase intent

#1

For EQ ads vs generics