



TO : All Branches  
FROM : Marketing Department  
RE : HOUSE BRANDS DISPLAY MEMO  
DATE : November 26, 2024

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Dear Team Operations,

Good Day!

The following brands are our house brands.

### HOUSE BRANDS

1. EO Eyewear
2. SEEN
3. Visualities
4. EO Sunwear
5. Shields
6. And the rest of the complete eyeglass packages (795,999,1299,1599)

These items offer good value and design for our customers. They also help to build the EO branding. Thus we have to maximize visibility and suggest them to our patients.

### HOW TO DISPLAY

#### BY COLLECTION

Displaying by collection will show the different colors available of a certain style. This will make it easier for customers to select the frame which suits them.

Example:





For more detailed guide on how to display by collection, please refer to the guideline, COLLECTION display.



Collection display must be followed all the time. Always prioritize displaying the full collection, if there are broken collections, please coordinate with Merchandising Team immediately.

If certain collections that are not moving for a long time, maybe the style doesn't work in a certain location. Do not wait for the items to age. Ask your Operation's Head/Merchandising Team for any assistance.

Regularly update and rotate merchandise in display to keep them fresh and appealing to customers.

#### DISPLAY THE BOX KIT (For EO EYEWEAR AND SEEN)

At least 1 kit must **ALWAYS** be displayed in each module where the EO EYEWEAR and SEEN are displayed.



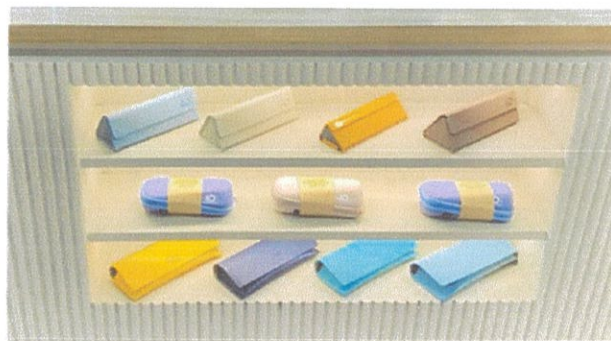




**DISPLAY THE CASE/S (For EO SUNWEAR, EO SPORTS AND SHIELDS)**  
 Display all cases available for customers selection.



**DISPLAY THE CASE/S (For the rest of the CEG)**  
 Display all cases available for customers selection.



**DO NOT PUT VISIBLE LABELS on the eyeglass cases.**

If you need a cheat sheet, it must be for your eyes only, or know the selection by heart. Other option is the case guide from Marketing. Putting labels makes it look cheap and messy. **THIS IS NOT ALLOWED.**



Place this pop instead of labeling each case.





Displaying by collection will show the different colors available of a certain style. This will make it easier for customers to select the frame which suits them. And displaying the kits and cases available with add effect as well, so this must all be displayed as required. And putting of labels on the cases are not allowed, only the pop from Marketing will serve as the cheat sheet.

All branches must display BY COLLECTION, this will really help the customer select faster and easier. **The Visual Merchandising Team is there to assist, but it is the branch responsibility to maintain the over-all display of stocks within the store on a daily basis.**

Any branch caught with mixed display will be penalized.

First Offense –	Reminder and Verbal Warning: ABM, BM
Second Offense –	Verbal and Written Warning: ABM, BM, AOM
Third Offense –	Final Written Warning: ABM, BM, AOM, ROM
Fourth Offense -	3 Days Suspension: ABM, BM
Fifth Offense -	5 Days Suspension: ABM, BM
Six Offense -	7 Days Suspension: ABM, BM


The offense will be recorded and will be cleared on a yearly basis based on calendar year. The offense will be accounted to ABM, AM, AOM, ROMs name, not considering the branch. Meaning, even if the ABM, BM, AOM or ROM will be relocated to another branch, the record of offense will be accumulated. All offenses will be recorded to the employees 201 file and will be part of their performance evaluation.


For any other clarification, please do not hesitate to contact us.

Thank you.

  
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Cecilia Crespo  
Head of Visual Merchandising

Noted By:

  
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Luz Cielo Ibong  
Marketing Group Manager

  
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Ms. Rachelle Uy  
EVP Corp. & Operation