

To: Sales Team
From: Marketing Team
Re: **"Your HONOR" SALE**
Date: June 28, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Lawyers fight for their clients every day. They repeatedly listen to some of their clients' most difficult moments, console them during catastrophic events, and fight with integrity to ensure justice is done.

To show our appreciation for the members of the Bar, we will be having our **"Your Honor Sale"**.

Please see the details below and share the good news to our dear clients, family and friends:

WHAT: Your HONOR SALE **"For truth, justice & your story"**
WHEN: July 1 – 31, 2022
WHERE: All Sophia Jewellery outlet

HOW:

A. Mechanics

- 1.1 Promo is exclusive for all women/men who are members of the Bar only.
- 1.2. Clients can avail the special 35% discount on all regular items except for rematado, consignment & overage.
- 1.3. Client must present their valid identification (PRC, IBP ID) showing his/her profession as a licensed lawyer. For newly board-passed lawyers who do not yet have an ID, they can show the photo of their roll signing as proof of their profession.
- 1.4. Promo is Open to all Cash, Debit, Gcash & Credit Card transaction (straight payment).
- 1.5. Additional discounts can no longer be given on top of this.
- 1.6. Store EC's will have to input the clients' ID number and update the client's profession in the system for reference.
- 1.7. For auditing purposes, EC's must input #22YHS when processing the transaction in the system.
- 1.8. Promo will run in all Sophia Jewellery branches from July 1 – 31, 2022.

B. Awareness

1. Promotion Collateral

- a. Starting July 1, Graduation Day sale collaterals will be replaced with the Your Honor Sale collaterals.



- b. We'll fill the balloon holder with gold and light purple balloons.



c. Posters for the YOUR HONOR Sale will be distributed as part of awareness campaigns at various Hall of Justice and law firm offices.

2. Text blast brigade - Text blast brigade via CRM and EC will be sent to the clients.

"Good news Sir/Mam! We are very grateful to our hard working and diligent members of the Bar. As a way of saying thank you, we are having a Your Honor Sale exclusive to all licensed lawyers starting on July 1. Enjoy big discounts on all regular items by just simply showing a proof of identification. Come see us today!

3. Intercept - EC will intercept clients and can use this introductory spiel for reference.

"Good afternoon, Ma'am/Sir, pwede po ba naming malaman ang profession nyo? (if Lawyer) Saktong sakto po ma'am meron po kaming Your Honor Sale ngayon exclusive po para sa inyo, pwede nyo po itong ipang reward sa sarili nyo. Makaka avail po kayo ng exclusive discount. You deserve to reward yourself po."

4. Social media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as well as online poster to our partnered mall's social media account for additional awareness. On July 1, 2022, the cover photo of the stores Facebook accounts must be changed from Graduation Sale to Your Honor Sale. Please check the cover photo of our Official Facebook Page for your reference.

5. Newspaper Ads - We will place ads to feature the YOUR HONOR Sale announcement in our partnered newspaper.

In line with this, we are also expecting to receive the following from you:

a. As a reference of documentation, photos of store, along with the EC/SIC must be send to Ma'am Mylene at marketingadmin@sophiajewellery.com , cc M'Colleen at sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on July 4, 2022.

b. Debriefing will be done by Ma'am Colleen via phone call on July 8, 15, 22 & 29.

For any concerns and feedback regarding the promotion, please feel free to contact M' Colleen Veloso from Marketing team at 0917-795-7460.

Thank you.



Darlyn D. Espiritu
Marketing Director

