

To: Sales Team
From: Marketing Team
Re: **2023 WEDDING RING SALE**
Date: February 28, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Weddings are a once-in-a-lifetime occasion that symbolize a couple's history. With this, Sophia Jewellery would like to be a part of our clients' unforgettable experience. We are excited to announce our upcoming Wedding Ring Sale.

WHAT: SPECIAL SALE ON ALL WEDDING RINGS
"Promise of Love Begins"

WHEN: March 1 - 31, 2023

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All clients Mindanao wide

HOW:

A. Mechanics

1. Clients can avail 35% discounts when they purchase a pair of wedding rings (regular items except for rematado, consignment & overaged)
2. Promo is open to Cash, G-cash, Maya, Gcash Pay bills, Gcash GGives, HC Pay, debit and Credit Card Transactions (straight payment only).
3. Additional discounts can no longer be given.
4. For auditing purposes, include the promotional code **#23WRS** in the remarks tab.

B. Awareness

1. **Collaterals** - Starting March 1, all Hearts Day Sale collaterals, including tarpaulin and poster, will be replaced with the Wedding Ring Sale.



2. **Balloons** – Starting March 1, all outlets will be decorated with pink and purple balloons, which will be placed in a balloon stand.



3. **VM Display** – We will highlight the VM Kasal display starting March 1. Please see a sample VM display below for your reference.



4. Wearing of RED SALE shirt – The red SALE shirt will be worn every Friday, Saturday and Sunday from March 1- 31, 2023. Please see memo **MKTG0521-0172** for reference on guidelines.

5. Text Brigade – Text blast brigade via CRM and EC will be sent to the clients.

“Congratulations to all soon-to-wed couples! Sophia Jewellery is celebrating with you as we have the Wedding ring Sale starting on March 1. Enjoy big discounts for every pair of rings . Wear your symbol of love NOW as a reminder of your everlasting vows. Visit us Today! ”

6. Intercept – EC will intercept clients using this introductory spiel for reference.

“Good afternoon Ma’am, naghahanap po ba kayo ng wedding rings? Meron po kaming available na wedding rings na kung bibili po kayo ng pair/dalawa ay makakaless na po kayo dahil may discount po kami for all wedding rings (Mention the possible savings).

7. 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.

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 M'Mylene Pagulayan at marketingadmin@sophiajewellery.com cc sophia.cmveloso@gmail.com, and sophia.ddespiritu@gmail.com on March 4, 2023.

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

Thank you!


Darlyn D. Espiritu
 Marketing Director