

To: Sales Team  
From: Marketing Team  
Re: **2024 Hulug-Hulugan Savings for Christmas**  
Date: August 29, 2024  
CC: SC, HR, ACCTG, MIS, AUDIT

Greetings!

Christmas season is fast approaching, and we are excited to bring back our Hulug-hulugan for Christmas promo. It’s the time of the year where our clients celebrate their story and share happiness by giving cherished gifts for themselves and for their loved ones.

Let's share this exciting news with our clients, family, friends and encourage them to embrace the magic of holiday spirit by having their own Christmas treasures as early as September.

**WHAT:** Hulug-Hulugan Savings for Christmas  
**WHEN:** September 1 to November 30, 2024  
**WHERE:** All Sophia Jewellery outlets

**HOW:**

**A. Promo Mechanics**

- 1.1 Promo is open for Hulug-hulugan savings transaction only.
- 1.2 All new Hulug-Hulugan transactions availed starting September 1 to November 30, 2024, are qualified for the promo.
- 1.3 All new Hulug-Hulugan accounts fully paid within 30 days will get a 25% discount.
- 1.4 All new Hulug-hulugan accounts are fully paid 31 days onwards but within Hulug-hulugan terms will get a regular Hulug-Hulugan Savings discount.

Please see table below for your reference:

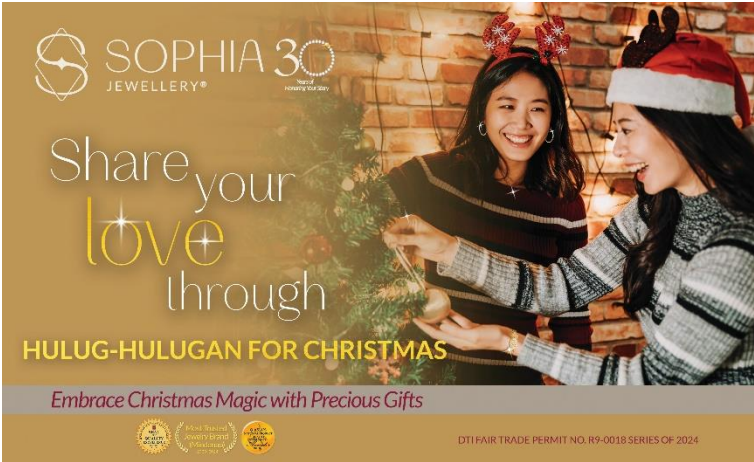
Conditions	Discount	Example
Fully paid within 30days	25% discount	New LAP: Sept. 15; Final Payment: Oct. 15
Fully paid 31 days onwards but within terms	Regular Hulug Hulugan Saving Discount	New LAP: Sept. 15, Final Payment: Oct.30 or onwards

- 1.5. For auditing purposes, EC’s must input **#24HHC** when processing the transaction in the system.
- 1.6. Promo will run in all Sophia Jewellery branches from September 1 – November 30, 2024.

**B. Awareness**

**1. Promotion Collateral**

- a. Starting September 1, existing store collaterals will be replaced with Hulug Hulugan for Christmas.



**2. VM decoration** – We will start decorating our showcase with Christmas decors to feel the spirit of Christmas on September 1, 2024. Once the store receives the 2024 Christmas décor allocation, please refer to the sample photos and instruction for reference.

**For Non-Rebranded Stores:**

Please place this Christmas décor on the corner of the showcase



Please place the center piece Christmas décor on the center of the tower.

**For Rebranded Stores:**



Please place the Christmas glitter décor in between the gap of the platform foam.



**Note:** The marketing team will coordinate with the store for the right placement of the Christmas décor.

**3. Text blast brigade** - Text blast brigade through CRM and EC will be sent to the clients.

**September:** *“The Ber months are here! Celebrate your story with our sparkling pieces and enjoy Sophia Jewellery’s Hulug-Hulugan for Christmas promo. Visit us today!”*

**October:** *“This Holiday season, let your dream jewelry tell a story of love and joy. Discover our Hulug-Hulugan promo and give a gift that sparkles for a lifetime. Visit us today!”*

**November:** *“Christmas is just around the corner! Create unforgettable memories with friends and family. Start your Hulug-Hulugan Christmas savings today! Visit us now.”*

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

*“Good day Ma’am/Sir! Ano pong hanap nyo? Since BER months na, nakapag-isip na po ba kayo ng gift for Christmas? Marami po kaming items na pwedeng i-pang regalo sa sarili nyo or para sa loved-ones nyo. We made it even more affordable through our Hulug-hulugan savings plan. Pwede nyo na po i-avail as early as now in preparation po for Christmas para hindi na po kayo magagahol sa December. Malaki din po ang mase-save nyo if ever na makapag-fully pay po kayo within 30 days (discuss the mechanics and savings).  
Thank you po sir/mam. Have the best Holiday Season po!*

**5. Social Media Ads/ Posting** – The Marketing team shall schedule FB posting/ads/my story, Viber, IG posting as well as online poster to our partnered malls’ social media account for additional awareness. On September 1, the cover photo of the store’s Facebook account’s must be changed to Hulug-hulugan for Christmas. Please check the cover photo of our official Facebook page for your reference.

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](mailto:marketingadmin@sophiajewellery.com), cc M’Ada at [maaabella@teamtngc.com](mailto:maaabella@teamtngc.com) and M’Darlyn at [Sophia.ddespiritu@gmail.com](mailto:Sophia.ddespiritu@gmail.com) on September 3, 2024.

b. Debriefing will be done by Ma’am Mylene in kamustahan on September 13, 20, 27, 2024.

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

Thank you.



Darlyn D. Espiritu  
Marketing Director