

To : Sales Team
From: Marketing Team
Re : **2023 Devout Collection Sale**
Date: March 30, 2023
CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Holy week is a time when our fellow Christians observe solemnity and commemorate a period of devotion to Jesus Christ. As Holy week comes closer for us and our clients, we will be highlighting our Devout Collection and have a special sale.

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

WHAT: **Devout Collection Sale**
“Let Your Faith Be Bigger”

WHEN: **April 1 – 30, 2023**

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All clients Mindanao wide

HOW:

A. Mechanics

- 1. Clients can avail the special **35% discount** on all Devout Collection only.
- 2. Promo is open to the following transactions:

Cash	<input checked="" type="checkbox"/>	G-cash	<input checked="" type="checkbox"/>	HC Pay	<input checked="" type="checkbox"/>
Debit Card	<input checked="" type="checkbox"/>	G-gives	<input checked="" type="checkbox"/>	Hulug-Hulugan	<input type="checkbox"/>
Credit Card (straight)	<input checked="" type="checkbox"/>	G-Paybills	<input checked="" type="checkbox"/>		
		Maya	<input checked="" type="checkbox"/>		

- 3. List of all jewelry designs will be provided by Supply Chain in coordination with Marketing.
- 4. These items will not be included in the rotation and will remain on display for the duration of the highlight.
- 5. Input promotional code **#23DC** on the remarks tab for auditing purpose.

B. Awareness

- 1. Promotion Collateral** - Starting April 1, POS material will be displayed in the showcase together with the VM Display with Devout items.



Devout
Collection POS

- 2. Text Blast Brigade** – Text blast brigade via CRM and EC will be sent to the clients.
“Express your Faith through our timeless jewelry pieces. Our meaningful Devotional collection is the perfect symbol of your faith that could help strengthen you. Avail any items from our Devout collection and enjoy big discounts. Visit us now!”
- 3. Intercept** – EC will intercept clients and can use this introductory spiel for reference.
“Hello Ma’am, meron po kaming devotion collection ngayon kung san makaka avail po kayo ng special discount. Maganda po ito since it will be a timeless symbol of your faith. Pwede nyo rin po itong iregalo sa mga friends and family ninyo”
- 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.

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

- a. As a reference of documentation, photos of the VM display with the collection highlight must be sent to M' Mylene Pagulayan at marketingadmin@sophiajewellery.com, cc sophia.cmveloso@gmail.com, and sophia.ddespiritu@gmail.com by April 4, 2023.
- b. M' Colleen and M' Mylene will do a phone debriefing on April 7,14,21 and 28 2023.

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

