

To: Sales Team
From: Marketing Team
Re: **Sophia Jewellery SMAC Partnership**
Date: June 28, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

We are excited to inform you that we had a collaboration with SM Advantage to build awareness in our ZSL branch and improve their transaction. With this tie-up activity, we will be able to drive foot traffic and be able to reach and tap our clients.

Please be guided on the following:

A. Mechanics

- 1. Clients can avail additional 5% on all regular items from July 1 – December 31, 2022.
- 2. Clients must present their SMAC or SMAC Prestige card upon payment.



SMAC START



SMAC



SMAC PRESTIGE

- 3. Discount is not convertible to cash.
- 4. Discount is NOT valid in conjunction with other promotions.
- 5. Discount is NOT valid for Hulug-Hulugan Savings payment.
- 6. No additional discounts should be given on top of this.
- 7. For auditing purpose, input code **#ZSLSMAC** in the remarks tab.

B. Awareness

- 1. **Promotional Collaterals** – SMAC Poster and Tent card will be displayed at ZSL starting July 1 – December 31, 2022. Mktg team will deliver the collaterals to ZSL branch.
- 2. **Text Blast spiel** – This will be texted to ZSL clients.
“Good news Ma’am/Sir xxx! Enjoy additional discounts on any regular items when you purchase from Sophia Jewellery using your SM Advantage card. Hurry! Visit us now at Sophia Jewellery at Level 2 SM Mindpro and choose the best jewelry piece that you deserve. See you!”
- 3. The Marketing team shall provide a content poster that will be used by ZSL in the store’s facebook posting and My story.
- 4. There will be thematic postings in SM Supermall’s FB page and SM groups.

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

