

To: Sales Team
From: Marketing Team
Re: **WEDDING AND ENGAGEMENT RING SALE**
Date: February 15, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Weddings and engagements are a once-in-a-lifetime occasion that mark a couple's history. With this, Sophia Jewellery would like to be a part of this unforgettable experience for our clients. We are happy to announce that we will be having our Wedding Ring & Engagement Ring Sale.

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

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

WHEN: March 1 - 31, 2022

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All clients Mindanao wide

HOW:

A. Mechanics

1. Clients can avail a 35% discount when they buy an engagement ring or a pair of wedding rings (Applicable for regular items only except rematado, consignment & overage).
2. Promo is open to cash and credit card transaction (straight payment).
3. Additional discounts can no longer be given.
4. Input the promotional code **#22WR** on the remarks tab for auditing purposes.

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 displayed in a balloon stand.



3. VM Display – In VM Kasal display, a new photo will be used on our wedding frame. Marketing will send the new photo and other POS materials needed for the VM display. Kindly safe keep the old photo and bring it back after the March sale. 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, 2022. 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 ring and 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 rings? Meron po kaming mga rings na kung bibili po kayo ng dalawa ay makakaless na po kayo (Mention their possible savings).

(If couple)

EC: Good afternoon Ma'am/sir, naghahanap po ba kayo ng jewelry? (Lead them to the store) Meron po kaming mga rings na pwede nyong ipang regalo sa isa't isa. Kung gusto nyo pong mag avail nitong couple ring namin makaka save na po kayo. (Offer them the wedding/couple rings) Kung dalawa po ang bibilhin nyo makaka less na po kayo (tell them the 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.

8. Newspaper Ads- We will place ads to feature the Wedding Ring 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 M'Ina Ramirez at icramirez@sophiajewellery.com, cc.sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on March 4, 2022.

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

