

To : Sales Team  
 From : Marketing Team  
 Re : **Christmas SUPER SALE Freebies**  
 Date : December 3, 2021  
 CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings from the Marketing Team!

It is once again, the season of sharing love and gift giving. We will be giving out exciting freebies this year to show our love and gratitude to our loyal clients and to thank them for celebrating the season with us. Please see the details below:

**WHAT: 2021 SJI Christmas Freebies**

**WHERE:** All Sophia Jewellery Outlets

**WHO CAN JOIN THE PROMO:** All Clients Mindanao Wide

**HOW:**

**I. Mechanics**

**1.1 Clients**

- 1.1.1. Starting on December 15, we will be giving out Customize 2022 Sophia Calendar and Customize Sophia Facemask Holder to all our loyal clients;



- 1.1.2. All clients who purchased thru cash, credit card (straight payment) and fully paid their Hulug-hulugan items will receive the following freebies;

Transaction Type	Face Mask Holder	Calendar
Cash Sales	/	/
Credit Card Sales	/	/
Fully paid HHL Sales	/	/
Follow up payment	X	X

We can only give freebies while supplies last. If there are any remaining freebies at the end of December, please notify the Mktg team for immediate intervention.

- 1.1.3. The allocation was based on a per-client transaction not by item sold, thus, each entitled client will only receive one (1) calendar and one (1) face mask holder regardless of the quantity of their purchase.
- 1.1.4. The monitoring template that will be given to you should be used to keep track of the freebies that are being released.

## **1.2. Employees**

- 1.2.1 Each SJI team member, including the security officer will receive one (1) SJI Calendar for the year 2022. No facemask holder will be given to the employees.
- 1.2.2 Each outlet will receive a one (1) calendar to use inside the store.

## **1.3. Delivery & Allocation**

- 1.3.1. For Zamboanga area, Marketing team will send the freebies as soon as they arrive. For out-of-town areas, the supplier sent the freebies directly to the stores. Marketing team will coordinate to the stores to update the shipments' progress as well as the specific allocation.

## **1.4. Spiel**

*"Thank you mam/sir for buying with us! Meron po kaming regalo sa inyo this Holiday season. Eto po yung aming customize na face mask holder. Pwede nyo po itong lagyan ng reserved face mask in case kailangan nyo pong magpalit lalo na kapag nasa labas po kayo.*

*Aside from this, meron din po kayong Free 2022 Calendar from us. Thank you po ulit mam/sir. Till next buying po. Happy Holidays po!"*

*(Note: You can translate this in your preferred dialect)*

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

1. As a reference of documentation, please send some photos of our client receiving freebies via email to M' Rosemarie Compra at [sophia.rmcompra@gmail.com](mailto:sophia.rmcompra@gmail.com), cc [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com) on December 18, 2021.
2. For any concern and feedback regarding the freebies you may call M' Colleen from Marketing team.

For your information and guidance.

Thank you.



Darlyn D. Espiritu  
Marketing Director