

To: Sales Team
From: Marketing Team
Re: **2023 Christmas SUPER SALE**
Date: November 10, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

’Tis the season to celebrate the magic of the holidays and the stories that make them truly special. To wrap up our excitement-filled year, we will have our annual Christmas Super Sale with a theme **“Show your Love through Christmas SUPER SALE”**

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

WHAT: **Christmas SUPER SALE**
“Show your Love through Christmas Super Sale”

WHEN: November 11 to December 31, 2023

WHERE: All Sophia Jewellery outlets, FB Live

HOW:

A. Mechanics

I. Discount

1.1 1. Clients can avail a 35% discount in all regular gold & diamond jewelry except consignment, made to order items, rematado and forever sale items.

1.2 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"/>	

1.3 Additional discounts can no longer be given on top of this.

1.4 For auditing purposes, enter the promo code **#23CSS**.

1.5 Promo will run in all Sophia Jewellery outlets.

1.6 Promo will run from November 11 to December 31, 2023

B. Awareness

1. Promotions Collateral

a. Starting November 11, Hulug Hulugan for Christmas collaterals will be replaced with the Christmas SUPER SALE collaterals.



II. Freebies

11 Starting December 8, 2023, clients with a minimum purchase of 10,000php, single receipt, is entitled to a one (1) Free Sophia Jewellery Journal.

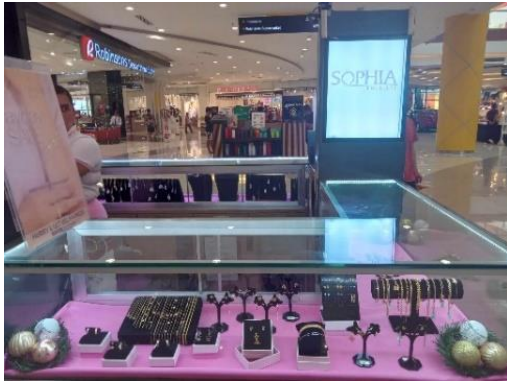
This shall run up to December 31, 2023, only.

Any unused allocation must be reported to the Marketing Team on January 2, 2024.

1.2 All stores will be given a specific allocation for reference on November 15.



2. VM decorations – Old Christmas decors will be replaced with the new Christmas decors starting November 11. Please refer to the sample photos for reference.



Showcase display



Tower display



For ZKC and DMQ only

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

Before the Christmas Super Sale Text Blast

"This coming Christmas, Sophia Jewellery will have an early surprise for you where you can own your dream jewelry. Come and visit the nearest Sophia Jewellery outlet starting on November 11"

During the Christmas Super Sale Text Blast

"Christmas is a wonderful time to give yourself and your loved ones a gift. Check out the nearest Sophia Jewellery outlet and choose the best jewelry piece as we have wonderful surprises this Christmas. Visit us right NOW!"

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

"Good day Ma'am/Sir, welcome to Sophia Jewellery! Meron na po ba kayong pang gift this Christmas para sa loved-one's nyo or para sa sarili nyo? Baka may magustuhan po kayo sa mga items namin. Meron po kami ngayong Christmas Supersale kaya mas affordable po ang mga jewelry namin." (show the items in the showcase)

5. 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. On November 11, 2023, the cover photo of the stores Facebook accounts must be changed from Hulug Hulugan for Christmas to Christmas SUPER SALE. 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 Merce at mtfrancisco@gmail.com cc M'Colleen at sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on November 14, 2023.

b. Debriefing will be done by Ma'am Mylenevia phone call on November 17, 24, December 1, 8, 15 and 22, 29, 2023.

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

Advance Merry Christmas!

Thank you.


Darlyn D. Espiritu
Marketing Director