

To: Sales Team
From: Marketing Team
Re: **Sparkly Spooky Halloween Treat**
Date: October 27, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Every parent wants nothing more than to see their children smile with happiness. So, at Sophia, we make sure to have something fun and exciting for the kids, too! Trick or Treat is a fun way to enjoy treats with kids that’s why this year, we’re putting a twist to our “Spooky Sparkly Halloween Treat”.

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

WHAT: Sparkly Spooky Halloween Treat
WHEN: October 30 – November 2, 2022
WHERE: All Sophia Jewellery outlets

HOW:

A. Mechanics

Chocolate Give-aways

- 1.1 Sophia Jewellery will be having a trick or treat activity on the Halloween for all outlets.
- 1.2 Chocolates will be wrapped and placed inside a loot bag.
- 1.3 Chocolates will be given to all the kids who will visit our store. For the malls hosting a Halloween activity, we will participate in giving loot bags to the kids wearing Halloween costumes.
- 1.4 Chocolates will also be given to the client who will be engage by the EC’s.
- 1.5 For stores inside the mall, intercept schedule will depend on the mall trick or treat activity. For outlets not in the mall, Intercept schedule will depend on stores’ peak hours.

Special Discount

- 1.6 All clients who make purchases on October 30 – November 2, 2022 will get an additional 5% discount on all regular items. Consignment, Rematado and Forever Sale items are not included.
- 1.7 Promo is Open to all Cash, Debit card, HC Pay, Gcash and credit card (straight payment only).
- 1.8 Additional discounts can no longer be given on top of this. Since this is overlapping with the Branded Jewelry Collection and Gold for Seniors, only one promo code shall be applied during the promo period.
- 1.9. For auditing purposes, EC’s must input #22SSH when processing the transaction in the System.
- 1.10. Promo will run in all Sophia Jewellery branches from October 30 – November 2, 2022.

B. Awareness

1. Promotion Collateral

- a. Starting October 30 – November 2, 2022, the new poster will be displayed in all stores.



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

“Good news Ma’am/Sir! Halloween isn't just about trick-or-treating. Bring your kids to any Sophia Jewellery outlet and get FREE treats, and grab the chance to avail special discount when you purchase from any of our regular items. Hurry! Limited time offer only. See you!”

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

For kids: *Hello kids, meron kaming free chocolates para sa inyo. Pasok lang kayo with your parents.*

For clients: *Hello mam/sir, meron po kameng chocolates for your kids maam. Pasok lang po kayo. Free po ito for your kids.*

For clients when inside the store: *"Hello maam/sir, Meron po tayong mga new items mam baka po meron kayong magustuhan" (show the items)*

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, pictures of the store with the new marketing collaterals must be send to Ma'am Mylene at marketingadmin@sophiajewellery.com , cc M'Colleen at sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on October 31, 2022.

b. For clients or children who will visit the store for the trick or treat activity, the EC can take the picture using the client's camera/cellphone and make sure that there is a Sophia Logo at the back ground.

c. Encourage our clients to upload their child's trick or treat photo in their personal social media accounts, and tag the Sophia Jewellery official FB Page using the hashtags #SophiaJewelleryTrickOrTreats #SophialsLove #SophiaNoTricksJustTreats.

c. Debriefing will be done by Ma'am Colleen via phone call on November 4,2022.

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

Thank you.



Darlyn D. Espiritu
Marketing Director