

To : Sales Team
 From : Marketing Team
 Re : **Christmas SUPER SALE**
 Date : November 4, 2021
 CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings from the Marketing Team!

Christmas is approaching, and now is the time to be... safe... and calm. Because we are still in the midst of a global pandemic, this year's Christmas celebrations will be unique. As we are glad to announce our **CHRISTMAS SUPER SALE**, please share the good news with our loved ones and friends on the biggest discount offer!

WHAT: CHRISTMAS SUPER SALE 11.11
WHEN: November 11 – December 31, 2021
WHERE: All Sophia Jewellery Outlets
WHO CAN JOIN THE PROMO: All Clients Mindanao Wide
HOW:

I. **Mechanics**

- i. Clients can avail **35% discount** on all gold & diamond Jewelry except for consignment, made-to-order items, rematado and forever sale.
- ii. Promotion is open for Cash, G-cash, Debit card and Credit Card straight payment only.
- iii. Additional discounts can no longer be given on top of this.
- iv. Promo will run in all Sophia Jewellery outlets.
- v. Place promo code **#21CS** on the remarks tab.

II. **Awareness**

1. **Promotion Collaterals**

- a. Starting November 11, 2021, Hulug Hulugan Savings for Christmas collaterals will be replaced with the new "**Christmas SUPER Sale**".



- b. We will place red balloons with the following print "**CHRISTMAS SUPER SALE**".
 Please see photo for your reference;



2. Wearing of SALE Red Shirt – From November 11 through December 31, 2021, the red SALE Shirt will be worn every Friday, Saturday, and Sunday. For more information on the guidelines, please see Memo MKTG0521-0172.

3. Text Brigade – Text blast brigade via 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 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 sa para sarili nyo? Baka may magustuhan po kayo sa mga items namin. Meron po kami ngayong Christmas Supersale kaya mas maaffordable po ang mga jewelry namin.

(show the items in the showcase).

**Translate to local dialect if necessary.*

5. Social media Ads/Posting – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional awareness online. We will be sending an online poster to our partnered mall’s social media account.

6. Newspaper Ads – We will place ads to feature the Christmas SUPER Sale poster in our partnered newspaper.

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

1. As a reference of documentation, photos of our store, along with the EC/SIC, must be given to M' Rosemarie Compra at sophia.rmcompra@gmail.com, cc sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on November 15, 2021.
2. Concern and feedback regarding the promotion should be immediately addressed to the marketing for immediate intervention.

For your information and guidance.

Thank you.



Darlyn D. Espiritu
Marketing Director