

To: Sales Team

From: Marketing Team

Re: **2023 SALUTE SALE**

Date: March 31, 2023

CC: CBB, SC, HR, ACCTG, MIS, AUDIT

We value the commitment and sacrifice of our hardworking uniformed men and women, who put their lives at risk every day to protect our community in these difficult times. With this, we are glad to let you know about our upcoming **SALUTE SALE**.

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

WHAT: **SALUTE SALE**
“Honoring our uniformed women and men”

WHEN: **April 1 – 30,2023**

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All uniformed women and men

HOW:

A. Mechanics

- 1. The promotion is exclusive to all men and women in uniform from the Philippine Army, Philippine Navy, Philippine Air Force, PNP and Philippine Coast Guard, whether in the field or in the office.
- 2. Clients can avail a special 35% discount on all regular items except for rematado, consignment & overage.
- 3.The client must present a valid ID that shows his/her profession as a man or woman in uniform.
- 4. 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"/>		

- 5. Additional discounts can no longer be given on top of this.
- 6. Store EC’s must validate the identification of the client and input the ID number in the system. EC’s should update also the profession of the client in the system if needed.
- 7. The promotional code will be **#23MIU** in the remarks tab.

B. Awareness

- 1. **Collaterals** - Starting April 1, all Wedding Ring Sale collaterals, including tarpaulin and poster, will be replaced with the SALUTE Sale collaterals. The QR code for our website has been placed on all of our marketing collaterals. With this, please include in your spiel the information about our website. This is to create more awareness, increase engagement, and transaction in our website.



Spiel for the information of the Website QR Code:

“Hello Mam/Sir/! Naka-visit na po ba kayo sa bagong website ng Sophia Jewellery? Pwede nyo pong I scan itong QR code (EC pointing to the QRcode) para po mai-direct po kayo sa bagong website namin. If you want po a hassle-free shopping, you can purchase po sa website namin. Marami din po kayong pwedeng pagpilian na items.”

2. Balloons – Starting April 1, all outlets will be decorated with gold metallic balloons, which will be displayed in a balloon stand.



3. Wearing of RED SALE shirt – The red SALE shirt will be worn every Friday, Saturday and Sunday from April 1 - 30, 2023. Please see memo **MKTG0521-0172** for reference on guidelines.

4. Text Blast Brigade – Text blast brigade via CRM and EC will be sent to the clients.

“Good news Sir/Mam! We are very grateful to you for your courage and commitment to keeping us safe. As a thank you, we will be having a SALUTE SALE starting April 1. Enjoy big discount on any item and reward yourself for your hard work. Remember to bring your identification. Come see us today!”

5. Intercept – EC will intercept clients and can use this introductory spiel for reference.

“Good afternoon, Ma’am/Sir, pwede ko po bang malaman ang occupation nyo? (MIU) Saktong sakto po ma’am/sir meron po kaming SALUTE Sale, this is to honor all the uniformed men and women. You deserve to reward yourself. Meron po kaming exclusive discount para sa inyo. Avail nyo po ito mam/sir, limited time offer lang po ito.”

6. 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.

7. Office to office visit – We will be distributing SALUTE SALE poster to different MIU offices to help spread awareness.

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 sent to M'Mylene Pagulayan at marketingadmin@sophiajewellery.com, cc sophia.cmveloso@gmail.com, and sophia.ddespiritu@gmail.com on April 4, 2023.
- b. M' Colleen and M'Mylene will do a phone debriefing on April 7,14,21 and 28 2023.

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

Thank you.

A handwritten signature in black ink, appearing to read 'Darlyn D. Espiritu'.

Darlyn D. Espiritu
Marketing Director

