

To : Sales Team
 From : Marketing Team
 Re : **Kids' Jewellery Collection**
 Date : July 30, 2021
 CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Great News from the Marketing Team!

Our Kids' Jewellery Collection will be launch starting on August 1!

We would like to encourage our clients specifically parent/s to give their child the best gift with gold jewellery. By investing in jewellery pieces while they are young, will give them an advantage since the market price of gold goes up. Hence, please share the good news with our clients, families and friends:

WHAT: "KIDS' JEWELLERY COLLECTION"

WHEN: August 1 – 30, 2021

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All Clients Mindanao Wide

HOW:

I. Mechanics

A. Special Discount for all Kids' Jewellery Collection

- i. Clients can avail **35% Discount** if they avail any of the Kids Jewellery Collection.
- ii. Promo is open to Cash, G-cash, Debit Card, Credit Card Transaction straight payment only.
- iii. Discount is NOT applicable for Hulug-hulugan savings.
- iv. Input the promotional code for this promotion **#21KC** at the remarks section for auditing purposes.

B. Mother and Child Twinning Bundle

- v. Mother and Child twinning bundle will be distributed to all stores according to the allocation and will be given a special bundle price if bought bundle.
- vi. Bundle price is only applicable if they will avail of the twinning bundle.
- vii. Client may still avail only 1 item or individual item from the Mother and Child bundle however only 35% discount will be applied.
- viii. Promo is open to Cash, G-cash, Debit Card, Credit Card Transaction straight payment only.
- ix. Bundle price is NOT applicable for Hulug-hulugan savings.
- x. Input the promotional code for this promotion **#21KC** at the remarks section for auditing purposes.
- xi. Please see the sample table below for reference on how to input the discount amount to reflect the bundle price. Please take note that the regular price may vary depending on the size of the item, but the bundle price will still be the same.

| Bundle | Item | Sample photo | Regular Price (Individual) | Discount Amount | Bundle Price |
|----------|-------------------------------------|---|---|---|--------------|
| Bundle A | Mom and Child hoop earrings |  | Mom - 7,260 Child - 6,660 TOTAL: 13,920 | Mom - 3,065 Child - 2,880 Total : 5,945 | 7,975 |
| Bundle B | Mom and Child Stud earrings (Satin) | Large  | Mom -13,230 Child - 6,050 TOTAL: 19,280 | Mom - 6,180 Child - 3,125 Total : 9,305 | 9,975 |
| | | Medium  | | | |
| Bundle C | Mom and Child Stud earrings (Plain) |  | Mom - 9,150 Child - 3,560 TOTAL: 12, 710 | Mom - 4, 105 Child - 1,610 Total : 5,715 | 6,995 |

II. Kids' Jewellery Collection Display

- All Kids jewellery collections will be displayed and highlighted together in all outlets with POS materials. These items will be promoted in the store to our clients by offering them discounts if they will purchase any of the Kids Jewellery Collection.
- List of Kids Jewellery Collection with designs and quantities were already shared with the Sales team via Google drive. Delivery of items and replenishments will be done by Supply Chain.

III. Awareness

1. Promotion Collaterals

- Starting August 1 – 30, 2021 the new collaterals will be displayed in all stores;



Acrylic



Roll up

2. VM Display

- a. Kids Jewellery Collection will be displayed together to highlight the display. POS materials were provided to the stores. The display of items will vary depending on the available items in the store. Please see the sample photo for your reference;



3. Text Brigade – Text blast brigade through CRM and EC will be sent to clients.

“Give your child the best gift today with Sophia Jewellery’s Kids Item Collection. Invest in timeless jewelry pieces that they can use and treasure forever. Visit the store nearest to you and will help you choose the right jewellery piece for your kids!

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

“Hello Ma’am, Welcome to Sophia Jewellery! Meron po kaming bagong arrival na Kids Items with cute designs. Limited Edition lang po ang designs namin and we have discounts pag nag-avail po kayo ngayon. Meron din po kaming bundle items na pwede pong pangtwinning sa daughter nyo. (present all the available kids items). Note: You may translate the spiel according to your client’s dialect.

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 Kids collection in our partnered newspaper.

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

1. Photos of our VM display for Kids Jewellery Collection must be forwarded to M’ Rosemarie Compra at sophia.rmcompra@gmail.com and cc sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on August 3, 2021 as a reference of documentation.
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

