

To: Sales Team
From: Marketing Team
Re: **SOPHIA x STARBUCKS 2023 PLANNER RAFFLE PROMO**
Date: February 28, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Buenas Dias!

To coincide with the excitement of Starbucks opening at SM Mindpro, we would like to inform everyone that we will be giving out a brand-new 2023 Starbucks Planner via a raffle draw.

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

WHAT: WIN a 2023 STARBUCKS PLANNER via a RAFFLE DRAW
WHEN: February 24-28, 2023
WHERE: All Sophia Jewellery Zamboanga Outlets
WHO CAN JOIN THE PROMO: All Sophia Jewellery Zamboanga clients
HOW:

A. Mechanics

1. All Zamboanga city clients who makes a purchase on February 24-28, 2023, will be eligible to one (1) raffle entry for every single receipt transaction worth 5,000.
2. One client will have the chance of winning a brand-new 2023 Starbucks Planner.
3. MIS will provide the list of qualified clients for the electronic raffle draw.
4. The announcement of winner will be held on March 3 during the FB live selling.
5. Awarding will be done at SM Mindpro for documentation.

B. Awareness

1. **Text Brigade** – Text blast brigade via CRM and EC will be sent to the clients.
“Good news Zamboanguenos! Sophia Jewellery will be giving out a brand-new 2023 Starbucks Planner via a Raffle draw. Get a raffle entry with a single receipt purchase of 5,000 in your nearest Sophia Jewellery store from February 24-28, 2023. Hurry up and take advantage of this limited time offer. Visit us NOW”
2. **Intercept** – EC will intercept clients using this introductory spiel for reference.
“Good afternoon, Ma’am/Sir, meron po tayong pa-raffle and pwede po kayong manalo ng brand new 2023 Starbucks Planner for every purchase worth 5,000. Pasok po kayo para-makita nyo mga items namin. You deserve to reward yourself po.”
3. **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.

For any concerns and feedback regarding the raffle promo, please feel free to contact M’ Colleen Veloso from Marketing department at 0917-795-7460.

Thank you!



Darlyn D. Espiritu

Marketing Director