

To : Sales Team
From : Marketing Team
Re : May Super Sale “**Mother’s Love**”
Date : April 27, 2021
CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

May 9 marks the Mother’s Day and this is the time to say thank you to our hardworking Mom’s. Thus, we will be having a month-long **Mother’s Day Super SALE** celebration with a theme “**Mother’s Love**”, as a way of honoring and at the same time empowering all Mothers. Also, through this campaign, we can help build strong relationship among mothers and their children.

Through our Mother’s Day Super Sale, we will highlight all of our items and discount will be offered as we aim to encourage the culture of gift giving for the Mother’s Day.

Please see Mechanics below and spread the good news to our clients, families and friends:

WHAT: “**Mothers’ Day Super Sale**”
“**Mother’s Love**”
WHEN: May 1 to 31, 2021
WHO CAN JOIN THE PROMO: All Clients Mindanao Wide
HOW:

- I. **Mechanics**
 - 1. Clients can avail **35% discount** in all items except **rematado, consignment & overaged jewelry**.
 - 2. Promo is open to **Cash and Credit Card transaction only** (Straight payment).
 - 3. Additional discounts can no longer be given.
 - 4. Input the promotional code for this activity **#21MS** at the remarks section.
 - 5. Promo will run in all Sophia Jewellery outlets in the following cities and municipalities; Zamboanga, Ipil, Iligan, Cagayan de Oro, Dipolog, Pagadian, Kidapawan, Bongao, Davao, Digos, Panabo, Polomolok, Valencia and Ozamis.
- II. **Awareness:**
 - 1. **Promo Collaterals**
 - a. Starting May 1-30, 2021, the following will be displayed in all stores;
 - i. All Blue Health worker balloons will be replaced with Mother’s Day Super SALE red balloons.
 - ii. Mother’s Day Super SALE collaterals (Tarpaulins & Posters) will be posted in the roll-up standee and acrylic tarpaulin holder. Please refer to the collaterals below.



Showcase tarpaulin



Roll-up tarpaulin



Balloons

- 2. **Text Blast Brigade-** Text blast brigade through CRM and EC will be sent to all clients. *“It’s the time of the year where we get to fill our Mom’s heart with love and joy. Sophia Jewellery is on Mothers’ Day Super Sale and we have the perfect jewelry to help you say “Thank’s Mom!” Visit us NOW to the nearest branch near you!”*

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

“Hello Ma’am/Hello Sir! Welcome to Sophia Jewellery! Meron na po ba kayong pangregalo para sa mother nyo or para po sa sarili nyo ngayong Mother’s Day? Meron po kaming special discounts para sa lahat ng items ngayong May na pwede nyo pong pagpilian. “

After engaging: “Thank you Ma’am/Thank you sir for visiting Sophia Jewellery. Happy mothers’ day po! (If mother)” (you may translate this message to your own dialect)

4. Social Media Ads/Postings- Marketing shall schedule FB posting/ads/my story, Viber & Instagram posting as additional awareness online. We will be sending AVP and online poster to the partnered mall’s social media account.

5. Radio Ads/Newspaper Ads – We will include the Mother’s Day announcement and greetings to our partnered newspaper and radio stations.

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

1. Update on the store photos with EC and collaterals must be forwarded to the marketing team c/o sophia.mtfrancisco@gmail.com and cc sophia.ddespiritu@gmail.com on May 4, 2021 as a reference of documentation.
2. Weekly debriefing/kamustahan will be done via phone call on the following dates: **May 6, 13, 20, and 27, 2021.**
3. Concerns and feedback regarding the promotion should be immediately addressed to the marketing team for the immediate intervention.

For your reference and guidance.

Thank you



Darlyn D. Espiritu
Marketing Director