



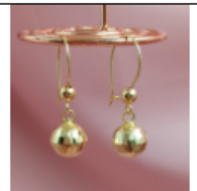
To: Sales Team
 From: Marketing Team
 Re: **I Love My Wife Collection**
 Date: September 1, 2024
 CC: SC, HR, ACCTG, MIS, AUDIT

Good news! In celebration of National Wife Day, also known as Wife Appreciation Day, on September 15, we want to honor the stories of all wives and the countless sacrifices they make.

To do so, we're offering a special piece that symbolizes their unwavering dedication. We're excited to introduce our handpicked "I Love My Wife Collection." Let's celebrate their strength and love by sharing these collections and showing our appreciation for them.

Please be guided on the following:

1. Selected Stores will have I Love My Wife Collection display highlight: **ZKC, IGV, IGC, GKJ, DMQ, ZSL, VSR, CLM, KGM, PGH, DCM, Website.**
2. Please see below I Love My Wife Collection Allocation per store:

	I Love My Wife Collection											
	ZKC	IGV	IGC	GKJ	DMQ	ZSL	VSR	CLM	KGM	PGH	DCM	Website
Knot												
	2	2	2	2	2	2	2	2	2	2	2	2
Rositas												
	2	2		2	2	2	2			2		2
Ball												
	2	2	2	2	2	2		2	2		2	
Total	6	6	4	6	6	6	4	4	4	4	4	4

3. The I Love My Wife Collection will be highlighted until September 30, 2024.
4. The Supply Chain will oversee the delivery of the I love my wife collection to the selected stores. Highlights of the display will start as soon as the Supply Chain delivers the items.

5. A separate display will be created for I Love My Wife Collection with POS material to emphasize the highlight.

For non-rebranded stores, place the POS next to the VM display of the I Love My Wife Collection.

I Love My Wife Collection POS will be placed beside or behind the featured items.

The featured items (Necklace and earrings) will be placed on neckpiece and earring stand/ box.



For rebranded stores, I love my wife POS will be placed together with the I Love My Wife Collection.

The featured items (Necklace and earrings) will be placed on neckpiece and earring stand/ box.

I love my Wife Collection POS will be placed beside or in front the featured items.



6. I Love My Wife Collection will follow the same discount scheme with regular items.

7. Spiels:

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

Week 1:

"Celebrate every wife's love and devotion with our 'I Love My Wife' Collection. Honor her story today by giving her the best gift!"

Week 2:

"Every piece in our 'I Love My Wife' collection is a heartfelt tribute to every wife's unwavering strength and boundless love. Give her a gift that lasts a lifetime today!"

Week 3:

"Her love is your greatest treasure—celebrate it with our 'I Love My Wife' Collection. Get your wife a hand-picked item that honors her story today."

Week 4:

"Make her feel special every day with our 'I Love My Wife' Collection. Don't miss the last chance to give her a hand-picked gift that captures your journey together."

b. **Intercept** – EC will intercept clients (targeting husbands) using this spiel for reference.

"Good day Ma'am/Sir, welcome to Sophia Jewellery! Meron po kaming mga collections na perfect pang regalo sa wife niyo. Dahil po National Wife day, this is the best time po na iappreciate ang wife nyo with jewelry pieces na good for investment na din po. Pasok po kayo para makita nyo po ang mga design ng I Love My Wife Collection namin. (then offer items)"

For any concerns and feedback regarding the I Love My Wife Collection, please feel free to contact M' Ada Abella from the Marketing team at 0917-795-7460.

For your information and guidance.

Thank you!



Darlyn D. Espiritu
Marketing Director