

To: Sales Team
From: Marketing Team
Re: **2023 Mother’s Day SUPERSALE**
Date: April 25, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Mother's Day is a special occasion that is celebrated worldwide to honor and appreciate the love and sacrifices made by moms. We are excited to inform you that we will be having our Mother’s Day Super Sale as we celebrate this momentous event.

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

WHAT: Mother’s Day Super Sale
“A Mom’s Story with Love”
WHEN: May 1-31, 2023
WHERE: All Sophia Jewellery Outlets
WHO CAN JOIN THE PROMO: All clients Mindanao wide

HOW:

A. Mechanics

1. Promotional Discount

- 1.1 Clients can avail of a special 35% discount on all gold & diamond jewelry except for consignment, made-to-order items, rematado, and forever sale.
- 1.2. 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"/>		

- 1.3. Additional discounts can no longer be given on top of this.
- 1.4. For auditing purposes, enter the promo code **#23MS** in the remarks section.

2. Special Collection

- 2.1 We’ll have a special collection available at a special price in all outlets. The designs may differ per outlet. Please refer to the shared file ***SJI Jewelry Collection with Store Allocation per Promo*** for reference.
- 2.2 The special price will only be valid until May 31. The special price will already be reflected on the tag.
- 2.3 The Special Collection must be removed from the display on June 1. Please safe-keep the item and wait for further instructions from the Supply Chain.
- 2.3 Please refer to the table for the special prices which will be valid exclusively during the Mother’s Day Super Sale.

Photo	Description	Regular Price	Special Price
	Heart Mom and Child CZ T2	₱21,797	₱11,995
	Heart Mom T2	₱20,631	₱11,795
	Heart Mom and Child T2	₱19,016	₱10,795

B. Awareness

1. Promotion Collateral

- a. Starting May 1, Salute Sale collaterals will be replaced with the **MOTHERS’ DAY Super Sale**. 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 and increase engagement, and transactions 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. “

- b. We'll fill the balloon holder with gold and pink balloons.



- c. VM Display Highlight for the special collection (featured item will vary depending on the item available in the store)

Featured Item (either Heart Mom and Child, Heart Mom or Heart Mom and Child CZ) will be placed on a neckpiece



Place Mother’s Day greetings POS material beside the neck piece

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

Spiel 1: “This is the time of year when we get to shower our mom with love and joy. Sophia Jewellery is on Mothers’ Day Super Sale, and we have the perfect jewelry to say “Thank you, Mom”! ” Come see us right now at the branch closest to you!”

Spiel 2: “This Mother's Day let us honor our mother's story with a gift that she will cherish forever. Show her how much you appreciate the love and sacrifices that she has made by giving her a piece of jewelry. Come see us right now at the branch closest to you!”

3. Wearing of RED SALE shirt – EC/SIC’s who still have a good condition RED SALE shirt can wear it every Saturday and Sunday from May 1 - 31, 2023. But EC/SIC’s with faded/damaged red sale shirts, can wear their regular uniform.

4. 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/ 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)”

5. Social media Ads/Posting – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as well as an online poster to our partnered mall’s social media account for additional awareness.

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

a. As a reference of documentation, photos of the store and 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 May 4, 2023.

b. M' Colleen and M'Mylene will do a phone debriefing on May 5,12,19 and 26, 2023.

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

Thank you



Darlyn D. Espiritu

Marketing Director

