

To: Sales Team
From: Marketing Team

Re: **Exclusive wedding ring discounts for our Loyal Couples**

Date: August 31, 2023

CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Good news!

Every love story is unique and deserves to be celebrated. This is why we aspire to play a role in cherishing our clients’ precious memories of their love stories. With this, we are excited to announce that all our **“One”** clients/couples will now enjoy an exclusive discount. For our old clients who have previously purchased engagement rings, couple rings, or wedding rings, we are delighted to offer a special discount on all regular wedding ring purchases.

Our wedding rings are more than just beautiful pieces of jewelry; they are symbols of commitment, and unity that will inspire amazing stories.

Through this activity, we also aim to reconnect with our old clients and strengthen the bonds of loyalty among our “one” couples.

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

WHAT: **Celebrate the “ONE”**
“Exclusive Wedding Ring Discounts for our Loyal Couples”

WHEN: September 1, 2023, until further notice

WHERE: All Sophia Jewellery outlets, FB Live

HOW:

A. Mechanics

- The following clients will be offered 35% discounts when they purchase a pair of Wedding Rings:
 - 1.1.1 Clients who have previously purchased engagement rings.
 - 1.1.2 Clients who have previously purchased couple rings on pair.
 - 1.1.3 Clients who have previously purchased wedding rings.
- MIS will provide a list of clients who have purchased an engagement ring, couple rings, and wedding rings from January 1, 2019 – August 31, 2023, for reference.
- The special discount is applicable for regular wedding rings only (except for rematado, consignment & overaged)
- 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"/>	
- The special discount is not in conjunction with other ongoing promotions. Please take note that only one promo/discount code shall be applied.
- Pls take note of the following guidelines for giving the special discounts.
 - 6.1 The client must present the old receipt from the couple rings, engagement rings, or wedding rings they previously purchased as a reference.
 - 6.2 If the client did not bring the old receipt, EC/SIC will refer to the lists of clients with previous transactions provided by MIS.
 - 6.3 EC/SIC must verify the client’s name if in the list.
 - 6.4 If the client’s name is in the list, EC/SIC’s should ask for any valid identification (ID) for verification purpose before the new transaction.
 - 6.5 If the client’s name did not appear on the list, clients cannot avail of the special discount.
- For auditing purposes, EC’s must input **#EDWR**, the old receipt number and the clients ID number when processing the transaction in the system (For ex: #EDWR OR #123456 SSS ID #000111222)

B. Awareness

- 1. Social media Ads/Posting** - The Marketing team shall provide a content template that stores can use for FB/my story, Viber and Instagram posting.
- 2. Text blast brigade** - Text blast brigade via CRM and EC will be sent to the old clients.
"Sophia Jewellery believes that every love story is unique and deserves to be celebrated. We want to honor your story by giving you a special discount on all regular wedding rings. Just present your official receipt from your previous purchase of couple rings, engagement ring or wedding rings. Hurry and claim your special discount at the nearest store. See you! "

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

Thank you.



Darlyn D. Espiritu
Marketing Director