

To: Sales Team  
From: Marketing Team  
Re: **Teachers Day Special Promo**  
Date: September 2, 2022  
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

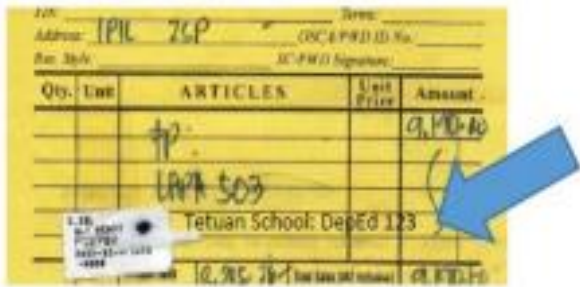
Our teachers are heroes, too. Teaching can be a tough, complex job. The best teachers also inspire their students to work harder and push themselves. They encourage students to understand the importance of dedicating themselves to passion projects or endeavors. So, to honor their dedication to their profession, we will have our "Teachers Day Special Promo".

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

**WHAT:** Teachers Day Special Promo  
"My Teachers, My Hero"  
**WHEN:** September 5 to October 5, 2022  
**WHERE:** All Sophia Jewellery outlets

- HOW:**
- A. Mechanics**
    - 1.1 Promo is exclusive for all women/men teachers.
    - 1.2 All teachers are entitled to a 35% discount on all regular items except rematado, consignment and MTO. Non-teaching staff are not entitled to the promo.
    - 1.3 Teachers are required to present their teachers' identification upon purchase of the item as a proof of their profession.
    - 1.4 Promo is open to Cash, G-cash, Debit Card, HC Pay, Credit Card Transaction straight payment only.
    - 1.5 Additional discount can no longer be applied.
    - 1.6 Discount is NOT applicable for Hulug-hulugan savings.
    - 1.7 Store EC's will have to input the teachers' ID number and update the client's details and profession in the system.
    - 1.8 For auditing purposes, EC's must input #22TDS when processing the transaction in the system.
    - 1.9 Indicate the identification number on the receipt with the following format:

**School Name: ID Number**



11.6. Promo will run in all Sophia Jewellery branches from September 5– October 5, 2022.

- B. Awareness**
  - 1. Promotion Collateral**
    - a. Starting September 5 – October 5, 2022, the new poster will be displayed in all stores
    - b. We will be distributing letters and emails to the identified schools per area informing about our Teachers' Day SALE promo.



**2. Text blast brigade** - Text blast brigade through CRM and EC will be sent to the clients.

*For teachers: "Good news Ma'am/Sir! Teachers like you deserve an elegant and beautiful jewelry. Invest in timeless jewelry piece that you can use and treasure forever. Visit the store nearest to you and avail of the additional discount on all regular items. See you!"*

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

*"Hello Ma'am/Sir, Welcome to Sophia Jewellery!*

*Good morning/afternoon po, Meron po kaming exclusive promo for teachers. Pwede ko po bang malaman kung teacher po kayo?*

***If Teacher:** Tamang-tama po pwede nyo po i-avail ang exclusive discount namin para sa mga teachers. Limited time lang po kasi ang promo namin kaya i-avail nyo na po.*

*(show to her/him all reg items)*

***If not a teacher:** Pwede nyo pong sabihan ang mga friends and relatives nyo na teacher para maka-avail sila ng exclusive promo namin.*

**4. 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.

**5. Newspaper Ads** - We will place ads to feature the Teachers' Day promo poster in our partnered newspaper.


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

a. As a reference of documentation, pictures of the store with the new marketing collaterals must be send to Ma'am Mylene at [marketingadmin@sophiajewellery.com](mailto:marketingadmin@sophiajewellery.com) , cc M'Colleen at [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com) on September 8, 2022.

b. Debriefing will be done by Ma'am Colleen via phone call on September 9, 16, 23, 30 2022.

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

Thank you.



Darlyn D. Espiritu  
Marketing Director