

To: Sales Team
From: Marketing Team
Re: **NEW SHIMADA COLLECTION**
Date: December 13, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

We are proud to introduce our newest collection - the **Shimada Collection**! A beautiful collection from one of Japan's leading jewellery makers, curated especially for our clients.

Limited pieces only available at our KCC branch, SM Mindpro, and our website, www.sophia.jewellery.com.

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

WHAT: **SHIMADA SPECIAL COLLECTION**

WHERE: ZKC & ZSL outlets, Website

HOW:

A. Mechanics

- 1.1 Since we have ongoing Christmas Super Sale promo, clients can also avail **the Shimada collection at 35% discount** from ZKC, ZSL, and our website.
- 1.2 Promo is open to Cash, G-cash, Debit Card, Credit Card Transaction straight payment only.
- 1.3. Discount is NOT applicable for Hulug-hulugan savings.
- 1.4. Additional discounts can no longer be given on top of this.
- 1.6 List of Shimada Special Collection items included in the promotion will be emailed to the Sales team for reference

B. Awareness

- 1. **VM Display & Promotion Collateral** - Starting December 13, Shimada Special Collection will be displayed to ZKC and ZSL. The display of items will vary depending on the available items in the store. The display highlight will have a POS material. Mktg team will provide the POS material.

Shimada Special
Collection POS



- 3. **Text blast brigade** - Text blast brigade via CRM and EC will be sent to the clients.
“Reward yourself with our newest Shimada collection from one of Japan's leading jewellery makers, curated especially for our clients. Feel more elegant, confident and empowered with our newest designs. Hurry! and Visit Sophia Jewellery KCC branch or SM Mindpro and choose the perfect Shimada piece for you!”
- 4. **Intercept** - EC will intercept clients and can use this introductory spiel for reference.
“Good day, Ma'am/Sir! Welcome to Sophia Jewellery! I'm _____, how may we assist you today? (EC to talk to Sophia clients about what they're looking for. If they have specific items, they wanna buy, assist first, then bring up Shimada. If they're just looking around and still undecided, immediately direct their attention to the Shimada items)

Ma'am/Sir, we have our newest Shimada collection na baka po magustuhan niyo. These items are manufactured in Japan by our partner, Shimada Jewelry, which is known for their high-quality craftsmanship.

We can guarantee that each piece from this collection was made with the finest materials and latest technology by the most skilled craftsmen. And these items are currently offered with a 35% discount! (show off the items; EC to emphasize the quality - yung ganda ng bato, details, etc.)

5. Social media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting 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 Shimada Special Collection highlight with POS material must be send to M" Mylene at marketingadmin@sophiajewellery.com , cc M' Colleen at sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on December 14,2022.
- b. If at all possible, capture pictures of customers who purchased our most recent collection for social media postings.
- c. Debriefing will be done by Ma'am Colleen via phone call on December 16, and 23, 2022.

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

Thank you,



Darlyn D. Espiritu
Marketing Director