

To: Sales Team  
From: Marketing Team  
Re: **Promise Ring launching**  
Date: September 1, 2022  
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

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Good news team!  
We are going to introduce our newest Promise Ring. This is to capture the market of those who are not yet married but want to express their commitment to one another by wearing a ring for the world to see their promise. Our promise rings are diverse and can be used regardless of gender and status.

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

**WHAT:** **Promise Ring**  
**“A symbol of infinite love”**

**WHEN:** September 1-30, 2022

**WHERE:** All Sophia Jewellery outlets

**WHO :** Target market for the promise ring will be the following:

- 1. LGBTQ with partner
- 2. Live-in partners or couples
- 3. Separated Couples with new live-in partners
- 4. Widowed Couples with new partners
- 5. Couples who are in a serious relationship
- 6. Couples who are more interested in commitment than marriage
- 7. Friends/Buddies who wish to form a ring-binding connection

**HOW:**

**A. Mechanics**

- 1.1 Clients can avail 35% when they buy a pair of promise rings in selected outlets only– **ZKC, ZSL, IGC, CLM and CGM.**
- 1.2 Promo is Open to all Cash, Gcash, HC Pay, Debit Card and Credit Card transaction (straight payment only).
- 1.3 Additional discounts can no longer be given on top of this.
- 1.4 For auditing purposes, EC’s must input #22PR when processing the transaction in the system.

**B. Awareness**

- 1. **Promotion Collateral** - Starting September 1, a POS material will be displayed in the showcase together with the Promise Ring. The promise ring will be displayed separately to highlight the item.
- 2. **Text blast brigade** - Text blast brigade through CRM and EC will be sent to the clients.  
*“Celebrate your love and commitment with Sophia Jewellery Promise Rings. Enjoy big discounts for every pair of rings and wear your symbol of commitment and relationship NOW as a statement of your love. Visit us Today!”*
- 2. **Intercept** - EC will intercept clients and can use this introductory spiel for reference.

**For couples:**

*“Ma’am, Sir meron po tayong available na ring para sa inyo, Ito po ay promise ring, iba po ito sa engagement ring or wedding ring. Sumisimbolo po ito sa connection niyo sa isa’t isa as a couple, at syempre commitment of love na rin ninyo bilang mag couple. Kung suot-suot niyo po ito kahit hindi niyo man katabi ang isa’t isa pero parang feel niyo na nasa tabi niyo lang ang isa’t isa.”*

**For LDR couples looking for remembrance of their Love:**

*“Ma’am, Sir since long distance po pala kayo ni ma’am, meron po tayong promise ring, ito po ang mag sisimbolo ng promise niyo po kay ma’am/sir na hintayin niya ang inyong pagbabalik or hihintayin ninyo ang kanyang pagbabalik at kahit nasa malayo po kayo or si ma’am you will always be faithful to her. Kapag suot-suot ninyo ito parang malapit lang din kayo sa isat isa. You are committed now to forever.”*

***For best friends looking for Friendship Rings***

*“Ma’am may special ring po kami for best friends yung pwedeng gawin remembrance or mag reremind sa inyo palagi that you are BFF for life. Ito po ang promise ring na sakto for the two of you. Ito po ang magiging knot na magsisimbolo ng inyong strong bond of friendship, at syempre dito niyo din i-ukit ang promise ng bawat isa na kahit ano man ang mangyari, kahit malayo man kayo sa isa’t isa ito parin ang mag uugnay sa inyo. Dahil lagi niyo itong suot ito ay mag reremind sa inyo na may bestfriend kayo na always nanjan to support each other in good times man or in bad times.”*


**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.

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

- a. As a reference of documentation, pictures of the promise ring display with POS 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 5, 2022.
- b. Debriefing will be done by Ma’am Colleen via phone call every week on September 9, 16, 23 and 30 the month.

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