

To: Sales Team
From: Marketing Team
Re: **Sophia Jewellery x SMAC Partnership**
Date: January 09, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Greetings!

We are excited to inform you that we have renewed our partnership with SM Advantage throughout the year 2024 to build awareness of our ZSL branch and facilitate better transactions. With the help of this tie-up activity, we will be able to drive foot traffic and reach potential clients.

Please be guided on the following:

A. Mechanics

- 1. Clients can avail the special **35% discount** on all regular items except rematado, made to order, consignment, and overage jewelry from January 10– December 31, 2024.
- 2. Clients must present their SMAC or SMAC Prestige card upon payment.



- 3. Discount is not convertible to cash.
- 4. Discount 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"/>		

- 5. Discount is NOT valid in conjunction with other promotions.
- 6. Discount is NOT valid for Hulug-Hulugan Savings payment.
- 7. No additional discounts should be given on top of this.
- 8. For auditing purpose, input code **#ZSLSMAC** in the remarks tab.

B. Awareness

- 1. **Promotional Collaterals** – SMAC Poster and Tent card will be displayed at ZSL starting January 10 – December 31, 2024.
- 2. **Text Blast spiel** – This will be texted to ZSL clients.
“Good news Ma’am/Sir xxx! Enjoy additional discounts on any regular items when you purchase from Sophia Jewellery using your SM Advantage card. Hurry! Visit us now at Sophia Jewellery at Level 2 SM Mindpro and choose the best jewelry piece that you deserve. See you!”
- 3. The Marketing team shall provide a content poster that will be used by ZSL in the store’s facebook posting and My story.
- 4. There will be thematic postings in SM Supermalls FB page and SM groups.

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