

To: Sales Team
From: Marketing Team
Re: **Engagement Ring Collection Special Sale**
Date: January 31, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

A proposal is more than a ring and getting down on one knee, it's a once-in-a-lifetime occasion. Sophia Jewellery would like to be a part of this unforgettable experience for our clients. We are happy to announce that we will be having our Engagement Ring Collection Special Sale.

WHAT: **Engagement Ring Collection**
"A commitment to last a lifetime"

WHEN: **February 1 - 28, 2023**

WHERE: All Sophia Jewellery Outlets and Website

WHO CAN JOIN THE PROMO: All clients Mindanao-wide

HOW:

I. Mechanics:

1. Clients can avail the special **35% discounts** on all Engagement Ring Collection from February 1 - 28, 2023 only.
2. Included in the promo are the Ladies Tiffany Ring and Ladies Engagement Tagged items. List of Items and allocation will be provided by Supply Chain in coordination with Marketing.
3. Promo is open for Cash, G-cash, Maya, Gcash Bills Pay, Gcash GGives, HC Pay, and Debit Card transaction only.
4. These items will not be included in the rotation and will remain on display until the end of the highlight period.
5. Place the promo code **#23ER** in the remarks tab and OR for auditing purposes.

B. Awareness:

1. **POS Material** - Starting on February 1, 2023, Engagement Ring Collection will be displayed together with the VM Kasal. Please add the POS (refer to lay out below) in the display. Do not remove the VM Kasal POS.



2. **Text Brigade** – Text blast brigade via CRM and EC will be sent to the clients.

“Congratulations to all soon-to-wed couples! Sophia Jewellery is celebrating with you as we have the Engagement Ring Collection on February 1. Visit Sophia Jewellery outlet near you and choose a timeless piece to capture a lifetime promise. This is the sign you're waiting for! See you!”

3. **Intercept** – EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference.

“Good day Sir, welcome to Sophia Jewellery! Meron po kameng Engagement Ring Collection. Makaka avail po kayo ng special discount sa mga items natin na perfect kung balak po magpropose sa partner nyo. (show items to client)

“Good day Ma’am, welcome to Sophia Jewellery! Meron po kameng Engagement Ring Collection. Makaka avail po kayo ng special discount sa mga items natin na perfect po kung gusto nyong regaluhan ang sarili nyo. (show items to client)

5. Social media Ads/Posting – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional awareness online. We will be sending an online poster to our partnered mall’s social media account.

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

- a. a. As a reference of documentation, photos of store, pictures of the VM display with new Pos will be send via email to M’Mylene marketingadmin@sophiajewellery.com and cc sophia.veloso@gmail.com and sophia.ddespiritu@gmail.com on February 4, 2023.
- b. Debriefing will be done by Ma’am Colleen and Ma’am Mylene via phone call on February 10, 17 and 24, 2023.

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

For your information and guidance.

Thank you,



Darlyn D. Espiritu
Marketing Director