

To: Sales Team
From: Marketing Team
Re: **BRANDED INSPIRED JEWELRY COLLECTION**
Date: September 30, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

As Sophia Jewellery envisions enhancing women's innate beauty to help them feel beautiful and empowered, we are pleased to inform you that we will be showcasing our **"Branded Inspired Jewelry Collection"** for the month of October.

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

WHAT: **BRANDED INSPIRED JEWELRY COLLECTION**
WHEN: October 1 – 31, 2022
WHERE: All Sophia Jewellery outlet

HOW:

- A. Mechanics**
 - 1.1 Clients can avail **35% Discount** if they avail any of our branded inspired jewelry collection.
 - 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.
 - 1.5. For auditing purposes, EC's must input #22BJ when processing the transaction in the system.
 - 1.6 List of branded inspired jewellery items included in the promotion will be emailed to the Sales team for reference
 - 1.7 Promo will run in all Sophia Jewellery branches from October 1 – 31, 2022.
- B. Awareness**
 - 1. **VM Display & Promotion Collateral** - Starting October 1, Branded Inspired Jewelry Collection will be displayed together to highlight the display. 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.



- 3. **Text blast brigade** - Text blast brigade via CRM and EC will be sent to the clients.
"Reward yourself with Sophia Jewellery's Branded Inspired Collection. Feel more elegant, confident and empowered with our collection. Hurry! Visit the store nearest to you and will help you choose the right jewelry piece for you"
- 4. **Intercept** - EC will intercept clients and can use this introductory spiel for reference.
"Ma'am, Welcome to Sophia Jewellery! Meron po kaming available na Branded Inspired Collection Limited Edition lang po ang designs namin and we have discounts pag nag-avail po kayo ngayon. (present all the available Branded Inspired Collection items). Note: You may translate the spiel according to your client's dialect.

5. 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, photos of the branded 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 October 5, 2022.
- b. Debriefing will be done by Ma'am Colleen via phone call on October 7,14,21 and 28.

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