

To: Sales Team
From: Marketing Team
Re: **Mother’s Day SUPERSALE**
Date: April 26, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Mother's Day is a celebration honoring the mother of the family, as well as motherhood, maternal relationships, and mother's influence in society. We are excited to inform you that we will be having our Mother’s Day Super Sale as we celebrate this momentous event.

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

WHAT: **Mother’s Day Super Sale**
“Mom’s Greatest Love”
WHEN: **May 1-31,2022**
WHERE: All Sophia Jewellery Outlet
WHO CAN JOIN THE PROMO: All clients Mindanao wide

HOW:

A. Mechanics

1. Promotional Discount

- 1.1 Clients can avail a special 35% discount on all gold & diamond jewelry except for consignment, made-to-order items, rematado and forever sale.
- 1.2. Promotion is open for Cash, G-cash, Debit card and Credit Card straight payment.
- 1.3. Additional discounts can no longer be given on top of this.
- 1.4. For auditing purposes, enter the promo code **#22MS** in the remarks section.

2. Special Collection

- 2.1 We’ll have a special collection available at a special price in all outlets. The designs may differ per outlet. Please refer to the shared file **SJI Jewelry Collection with Store Allocation per Promo** for reference.
- 2.2 The special price will only be valid until May 31. The special price will already be reflected on the tag.
- 2.3 The Special Collection must be removed from the display on June 1. Please safekeep the item and await further instructions from the Supply Chain.
- 2.3 Please see the table for the special pricing that is exclusive for the Mother’s Day Super Sale only.

Photo	Description	Regular Price	Special Price
	Oval locket w/ chain	₱28,223	₱15,995
	Heart locket w/ chain	₱36,082	₱19,995
	Mom & child w/ chain	₱24,505	₱13,995

B. Awareness

1. Promotion Collateral

a. Starting May 1, Salute Sale collaterals will be replaced with the **MOTHERS’ DAY Super Sale**.



b. We'll fill the balloon holder with gold and pink balloons.



c. VM Display Highlight for the special collection (featured item will vary depending on the item available in the store)

Featured Item (either heart locket, oval locket or mom & child) will be placed on a neck piece




Mother’s Day greetings POS material should be placed beside the neck piece

- 2. Text Blast Brigade** – Text blast brigade via CRM and EC will be sent to the clients.
“This is the time of year when we get to shower our Mom with love and joy. Sophia Jewellery is on Mothers’ Day Super Sale, and we have the perfect jewelry to say “Thank you Mom”!
” Come see us right now at the branch closest to you!”
- 3. Wearing of RED SALE shirt** – EC/SIC’s who still have a good condition RED SALE shirt can wear it every Saturday and Sunday from May 1 - 31, 2022. But for EC/SIC’s with faded/damaged red sale shirts, can just wear their regular uniform.
- 4. Intercept** – EC will intercept clients and can use this introductory spiel for reference.
“Hello Ma’am/Hello Sir! Welcome to Sophia Jewellery! Meron na po ba kayong pangregalo para sa mother nyo or para po sa sarili nyo ngayong Mother’s Day? Meron po kaming special discounts para sa lahat ng items ngayong May na pwede nyo pong pagpilian”
After engaging: “Thank you Ma’am/Thank you sir for visiting Sophia Jewellery. Happy mothers’ day po! (If mother)”
- 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 store, along with the EC/SIC must be sent to sophia.cmveloso@gmail.com and cc sophia.ddespiritu@gmail.com on May 4, 2022.

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

