

To: Sales Team
From: Marketing Team
Re: **Sparkly Spooky Halloween Treat**
Date: October 26, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

All parents hope to see their children happy and smiling. That's why Sophia Jewellery is having a "Sparkly Spooky Halloween Treat" to ensure there's something enjoyable for the kids! Trick or Treat is a chapter in the story of every child's lives, filled with laughter, adventure, and joy.

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

WHAT: **Sparkly Spooky Halloween Treat**

WHEN: October 28 – November 2, 2023

WHERE: All Sophia Jewellery outlets

HOW:

A. Mechanics

Chocolate Give-aways

- 1.1 Sophia Jewellery will be having a trick or treat activity on Halloween for all outlets.
- 1.2 Chocolates will be wrapped and placed inside a loot bag (for stores located in the mall)
- 1.3 Chocolates will be given to all the kids who will visit our store. For the malls hosting a Halloween activity, we will participate in giving loot bags to the kids wearing Halloween costumes.
- 1.4. For Sungate attached outlets, chocolates will be placed in the fishbowl and will be given also to the kids who are passing by the stores.
- 1.5 Chocolates will be distributed as long as there are still allocations left.

B. Awareness

1. Intercept - EC will intercept clients and can use this introductory spiel for reference.

For kids: *Hello kids, meron kaming free chocolates para sa inyo. Pasok lang kayo with your parents.*

For clients: *Hello mam/sir, meron po kameng chocolates for your kids maam. Pasok lang po kayo. Free po ito for your kids.*

For clients when inside the store: *"Hello maam/sir, Meron po tayong mga new items mam baka po meron kayong magustuhan" (show the items)*

3. Social media Ads/Posting - A content poster will be created by the marketing team and will be posted via the respective store's Facebook account.

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

- a. As a reference of documentation pictures of kids who will be receiving the trick or treat loot bag must be sent to Ma'am Merce mtfrancisco@gmail.com, cc M' Colleen at sophia.cmveloso and sophia.ddespiritu@gmail.com on October 28, 2023.
- b. Encourage our clients to upload their child's trick or treat photo in their personal social media accounts and tag the Sophia Jewellery official FB Page using the hashtags #SophiaJewelleryTrickOrTreats #SophiaHonorYourStory.
- c. Debriefing will be done by Ma'am Mylene via phone call on November 3, 2023.

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

Thank you.



Darlyn D. Espiritu
Marketing Director

