

To: Sales Team
From: Marketing Team
Re: **HEARTS DAY SALE**
Date: January 30, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

We are excited to give our clients another memorable Valentine's Day experience as February approaches by providing them the best gift for their loved ones. Thus, we will be having our Hearts Day Sale promotions to encourage our clients to buy jewelry as a gift.

Please see mechanics below and let the good news spread to our dear clients, family and friends:

WHAT: **HEARTS DAY SALE**
"All you need is Love"
WHEN: **February 1 – 28, 2023**
WHERE: All Sophia Jewellery Outlets and Website
WHO CAN JOIN THE PROMO: All clients Mindanao-wide
HOW:

I. Mechanics:

A. Discount on all HEART -TAGGED items

1. Clients can avail **35% discounts on all heart- tagged** jewelry except rematado, consignment and overage jewelry.
2. Promo is Open for Cash, G-cash, Maya, Gcash Bills Pay, Gcash GGives, HC Pay, Debit Card and credit card (straight payment only)
3. Additional discounts can no longer be given.
4. For Heart tagged items, place the **#23HDS** promotional code in the remarks tab and OR for auditing purposes.

B. Special Limited Edition Heart Bundle

1. A special bundle price of **₱9,795.00** for 18k Paperclip Heart Necklace & Bracelet Bundle.
2. If purchase individually/separately, special price will not be given. Regular price will be applied.
3. Heart bundle is applicable for cash purchase only.
4. Heart bundle is not valid for jewelry loans or employee purchases up to the third degree of consanguinity.
5. Special price will be valid until Feb 28 only and bundle items must be pulled out from the display on March 1. Please wait for further instruction from the Supply Chain.

6. How to input Heart Bundle discount in the SMSC system:

The screenshot shows three overlapping windows in the SMSC system:

- Payment Window:** Contains fields for Account Type (set to DISCOUNT IN TOTAL), Discount (with a dropdown arrow), Payment Mode, Credit Card, Refund#, and Amount (0.00). It has Save and Close buttons.
- Discount Window:** Contains a note: "Note : Select the item in the list and press 'Delete' button on the keyboard to remove the item." It has Add Discount and Add Promo buttons. Below is a table with columns Description, Discount(%), and DiscAmount. At the bottom, it shows Total %Discount: 0.00 and Total Discount: 0.00, with an Apply button.
- Search Window:** Has a search bar and a table with columns Title, Code, Disc(%), and Disc(Amt). The table lists:

Title	Code	Disc(%)	Disc(Amt)
CHONG HUA ALUMNI PAR...	#22CHP	5.00	0.00
HEART BUNDLE BRACELET	#23HBB	0.00	475.00
HEART BUNDLE NECKLACE	#23HBN	0.00	700.00

 It has Select and Close buttons.

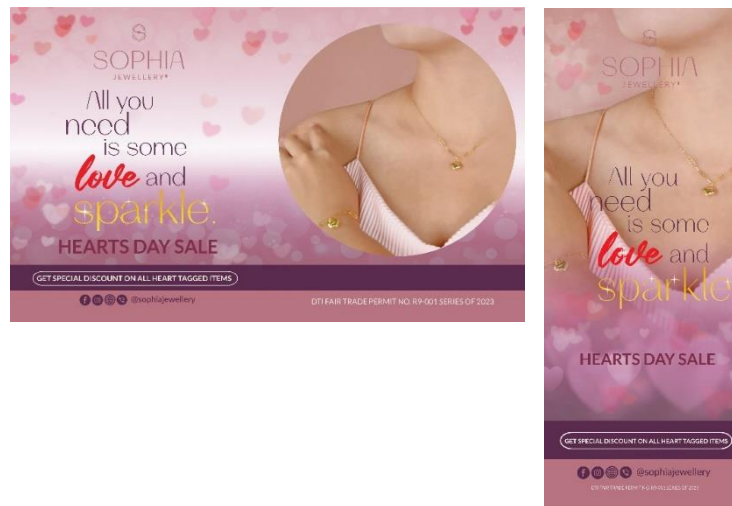
7. Place the promotional code in the remarks tab and OR for auditing purposes.

Promo Discount Code	Description
#23HBN	Heart Bundle Necklace
#23HBB	Heart Bundle Bracelet

C. Awareness:

1. Promotion Collaterals

a. **Tarpaulin and Poster** - Starting February 1, we will place the Hearts Day Sale collaterals.



b. **VM Display** – Heart Bundle will be displayed separately with a POS material to highlight the display.



c. **Balloons** - We will place all red design balloons using the balloon stand.



d. Wearing of RED SALE shirt – The red SALE shirt will be worn every Friday Saturday and Sunday from February 1 – 28, 2023. For those who don't have a SALE shirt, can wear their uniform. Please check MKTG0521-0172 for additional information on the guidelines for wearing red sale shirts.

e. Text Brigade – Text blast brigade via CRM and EC will be sent to the clients. *“Cheers to a month filled with celebrations of love! Give your loved one's timeless pieces from Sophia Jewellery to cherish those special moments. Get discounts on all hearts-tagged item at any Sophia Jewellery branch near you!”*

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

“Good afternoon ma'm/sir, naghahanap po ba kayo ng ireregalo ngayong Valentine's day? Meron po kaming special discount on all heart-tagged items and we also have special price for Heart bundle. (show the display). Sigurado po ako na happy kung sino man ang pagbibigyan nyo ng gift dahil they will feel precious if you will give them gold as gift” (you may translate this in your own dialect)EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference“

E. 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. 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