

To: Sales Team
From: Marketing Team
Re: 2024 **Birthstone Collection**
Date: June 29, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Good news! We are excited to introduce our latest Birthstone collection, embodying the essence of our brand's tagline: "Honor Your Story." Each piece is crafted to celebrate and appreciate the joyous journey of birth, honoring every month of the year. To ensure everyone can find their perfect match, we have all 12 birthstone pieces available in each store.

Please be guided on the following:

- 1. Selected Stores will have Birthstone Collection: **ZKC, ZSL, CLM, IGC, ZYP, PGH, DLC, DMQ, KGM, TPM, VSR, GKJ, IGV** outlets only and **Website**.
- 2. Each of these stones represents a month of the year. Since there are 12 months in a year, we provide stones for all 12 months to honor our clients' birth months. Please see below for Birthstone Collection photos and allocation per store:



12 Birthstones per Outlet	
Store	Allocation
ZKC	12
ZSL	12
ZYP	12
DMQ	12
DLC	12
CLM	12
IGC	12
PGH	12
KGM	12
TPM	12
VSR	12
GKJ	12
IGV	12
WEBSITE	12

3. The supply chain will deliver the Birthstone Collection on July 1-11, 2024 but the stores with birthstone collection starting July 1 can already display the collection.
4. For auditing purposes, enter the promo code **#24BC** in the remarks section.
5. The birthstone collection is all pendants with stones.
6. Highlights of the display will start on July 1. A separate display will be created for the Birthstone Collection with POS material.

For non-rebranded stores, place the POS next to the VM display of the Birthstone Collection. The nine pendants will be placed on the necklace tray, and the three pendants will be placed on the neckpiece with the necklace chain.



Birthstone POS will be placed beside or at the back of the collection.

1 necklace tray with 6 birthstones and 2 neckpieces with 3 birthstones each

For rebranded stores, each necklace stand (M) will display 2 pendants with necklaces. A necklace tray with 6 pendants with chains will be placed in the middle of the stands. In front of the stands, 4 necklace/pendant trays will present the remaining 4 pendants with chains. No Birthstone Collection POS Material for Rebranded store.



2 Necklace Stand with 1 each pendant.

1 necklace tray with 6 birthstone pieces

4 Necklace with pendant with each birthstone

7. All new Birthstone Collection will follow the same discount scheme with regular items.
8. For VIP clients – Teachers, Government Employees, Senior Citizen, OFW, MIU, and partnered bonus card holder, are entitled to a 35% discount on a cash transaction.
9. Spiels:
 - a. **Text Brigade** – Text blast brigade via CRM and EC will be sent to the clients.

“Gift yourself or your loved one with our special Birthstone Collection. Let its beauty and elegance serve as a reminder of joyous beginnings and a reflection of cherished memories. Hurry! Visit Sophia Jewellery to explore our latest collection. See you there!”

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

“Good day Ma’am/Sir, welcome to Sophia Jewellery! Meron po kaming mga bagong birthstone collection na nagrerepresent po ng inyong birthmonth, perfect din po itong pang regalo. Ano pong birthmonth nyo mam/sir? Pasok po kayo para makita nyo po mga bagong birthstone collections namin. (then offer items)”

For any concerns and feedback regarding the collection, please feel free to contact M’ Ada Abella from the Marketing team at 0917-795-7460.

For your information and guidance.

Thank you!


Darlyn D. Espiritu

Marketing Director