

To : Sales Team
From : Marketing Team
Re : **Graduation SALE**
Date : May 26, 2021
CC : CBB, SOM, ASH, SC, HR, ACCTG, MIS, AUDIT

Greetings from the Marketing Team!

Graduation is one of the special milestones that a person will experience. It is the time where we congratulate the hard work and accomplishments of every graduating student, and celebrate their success and their future. Through jewellery, we can encourage them to reward themselves by having their symbol and/or remembrance of their success.

To congratulate the graduates for their achievement we will be having a Graduation SALE promotion.

Please see mechanics below and spread the good news to our clients, families and friends:

WHAT: **GRADUATION SALE**
WHEN: June 1-30, 2021
WHO CAN JOIN THE PROMO: All Clients Mindanao Wide
HOW:

I. Mechanics

1. Clients can avail **35% discount** on **all gold necklace and pendant** except rematado, consignment & overaged jewelry.
2. Clients who will order college ring and will pay **50% down payment** for their college ring order within the promo duration will get a **FREE BAG TAG** (see the bag tag photo below).



3. For clients who will order **college ring** and **will fully pay within the promo period** will have a **5% discount**.
4. Promo is open to Cash, Debit and Credit Card transaction (straight payment only).
5. Additional discounts can no longer be given.
6. Input the promotional code for this activity #21GS at the remarks section.

7. Promo will run in all Sophia Jewellery outlets in the following cities and municipalities; Zamboanga, Ipil, Iligan, Cagayan de Oro, Dipolog, Pagadian, Kidapawan, Bongao, Davao, Digos, Panabo, Polomolok, Valencia, Sindangan, Oroquieta, Tacurong, Valencia and Ozamis.

II. Awareness

1. Promotion Collaterals

a. Starting June 1-30, 2021, the following should be displayed in all stores;

- i. All Mother's Day Super SALE red balloons will be replaced with Pink and Purple balloons with printed message Graduation SALE.
- ii. Graduation SALE collaterals (Tarpaulins and Posters) will be posted in the roll-up standee and acrylic tarpaulin holder. Please refer to the collaterals below.



Showcase Tarpaulin



Roll-up Tarpaulin



College Ring Poster



Balloons

2. VM Display



Neckpiece with Necklace & pendant highlight

Congratulations POS

Freebie POS placed in acrylic

College Rings

3. **Text Blast Brigade** – Text blast brigade through CRM and EC will be sent to clients.

"Graduation is the time to reward yourself or your loved ones for all the hard work and accomplishment. Sophia Jewellery has a timeless jewellery that can be a symbol

of your success. Visit any Sophia Jewellery branch near you and get discount on necklace and pendant.”

4. **Intercept-** – EC will intercept clients and can use this introductory spiel for reference. *“Hello Ma’am/Hello Sir! Welcome to Sophia Jewellery! Since Graduation time po ngayon ng mga colleges and universities, eto yung tamang time para regaluhan sila ng jewelry as a symbol of their success. Meron po kaming Graduation Sale ngayon for all necklaces and pendant. (show all the necklaces & pendants & discuss the savings from the discounts) Aside from that, meron din po kaming special promo for College ring. If magdownpayment po kayo ng 50% meron po kayong FREE bagtag from Sophia. Also, kung mag-fullpayment po kayo within the month meron pa po kayong additional 5% discount. Malaki na po ang mase-save nyo (discuss college ring designs etc) “*
5. **Social Media Ads/Posting-** Marketing shall schedule FB posting/ads/my story, Viber & Instagram posting as additional awareness online. We will be sending AVP and online poster to the partnered mall’s social media account.
6. **Radio Ads/Newspaper ads-** We will include the Graduation SALE announcement and greetings to our partnered newspaper and radio stations.
7. **SALE T-Shirt-** Every Friday, Saturday and Sunday EC’s will wear the Sophia red SALE shirt. Please follow the special care in handling the Sale shirt according to the **Memo: MKTG0521-0172**

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

1. Update on the store photos with EC and collaterals must be forwarded to the marketing team c/o sophia.mtfrancisco@gmail.com and cc sophia.ddespiritu@gmail.com on June 3, 2021 as a reference of documentation. When sending your photos please be advised to wear your face masks.
2. Weekly debriefing/kamustahan will be done via phone call on the following dates: June 3, 10, 17 and 24, 2021.
3. Concerns and feedback regarding the promotion should be immediately addressed to the marketing team for the immediate intervention.

For your reference and guidance.

Thank you


Darlyn D. Espiritu
Marketing Director