

To: Sales Team
From: Marketing Team
Re: **HEARTS' DAY SALE 2024**
Date: January 26, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Greetings!

We proudly celebrate our clients' journey with an unforgettable Valentine's Day experience as the air buzzes with loves' magic. Thus, we will be having our Hearts Day Sale promotion 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**
"A Moment to Honor Your Love Story"
WHEN: **February 1 – 29, 2024**
WHERE: All Sophia Jewellery Outlets, Website and FB Live
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- design items** jewelry except rematado, consignment and overage jewelry.
2. The list of items will be shared by the Supply Chain department in coordination with Marketing.
3. The sales team should put a red mark on the tag for every item on the list that has a heart design on it. Please refer to the photo for sample reference.



4. Promo is open to the following transaction:

Cash <input checked="" type="checkbox"/>	G-cash <input checked="" type="checkbox"/>	HC Pay <input checked="" type="checkbox"/>
Debit Card <input checked="" type="checkbox"/>	G-gives <input checked="" type="checkbox"/>	Hulug-Hulugan <input type="checkbox"/>
Credit Card (straight) <input checked="" type="checkbox"/>	G-Paybills <input checked="" type="checkbox"/>	
	Maya <input checked="" type="checkbox"/>	

5. Additional discounts can no longer be given.

6. For Heart tagged items, place the **#24HDS** promotional code in the remarks tab and OR for auditing purposes.

B. Special Limited Edition Heart Bundle

1. A special bundle price of **₱13,975.00** for 18k Curblink Heart Necklace & Bracelet Bundle.
2. If purchase individually/separately, special price will not be given. Regular price will be applied.



Item	Individual/Regular Price	Discount	Bundle
Necklace	9,575	1,215	9,575
Bracelet	6,395	785	6,395
Bundle	15,970	2,000	13,970

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 29 only and bundle items must be pulled out from the display on March 1. Please wait for further instruction from the Supply Chain.
6. Place the promotional code in the remarks tab and OR for auditing purposes.

Promo Discount Code	Details	Description
#24HBN	Bundle	Heart Bundle Necklace
#24HBB		Heart Bundle Bracelet
#24HBNB	Individual purchase of either Necklace or Bracelet	

7. How to input Heart Bundle discount in the SMSC system

Payment

Account Type: DISCOUNT IN TOTAL

☒ Credit

Discount:

Payment Mode:

Card Type:

Refund#:

Amount: 0.00

Save Close

Discount

Note: Select the item in the list and press "Delete" button on the keyboard to remove the item.

Add Discount Add Promo

Description	Discount(%)	DiscAmount

Total %Discount: 0.00

Total Discount: 0.00 Apply

Search

Search: heart

Title	Code	Disc(%)	Disc(Amt)
HEARTS DAY SALE	#24HDS	35.00	0.00
NKL/BLT ONLY (HEART BUNDLE)	#24HBNB	0.00	0.00
HEART BUNDLE NECKLACE	#24HBN	0.00	1,215.00
HEART BUNDLE BRACELET	#24HBB	0.00	785.00

Select Close

C. Awareness:

1. Promotion Collaterals

a. **Tarpaulin** - Starting February 1, we will replace the Hulug Hulugan savings collaterals to Hearts Day Sale.



b. **VM Display** – Heart Bundle will be displayed separately with a POS material to highlight the display. This applies to all non-rebranded stores.

Heart Bundle Necklace will be placed on a neckpiece.

Heart Bundle Bracelet will be placed on a bracelet box.



Place Heart Bundle POS beside the bracelet box.

c. **Text Brigade** – Text blast brigade via CRM and EC will be sent to the clients. *“Celebrate love's journey with Sophia Jewellery's Hearts Day Sale starting on February 1. Give your loved one's timeless pieces and 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'Merce sophia.mtfrancisco@gmail.com and cc sophia.veloso@gmail.com and sophia.ddespiritu@gmail.com on February 4, 2023.
- b. The Kamustahan template will be shared and must be filled out on February 8, 15, and 25, 2024.

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