

To: Sales Team  
From: Marketing Team  
Re: **Hulug-Hulugan Savings for Christmas**  
Date: August 31, 2022  
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

The Christmas season kicks off on September 1st or the start of the so-called ‘BER months. As Christmas is just around the corner, this is the best time to mark the countdown to our favorite time of the year with our Hulug-hulugan for Christmas promotion.

Hence, please share the good news with our clients, family and friends and encourage them to get their Christmas Remembrance as early as September.

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

**WHAT:** **Hulug-Hulugan Savings for Christmas**  
**WHEN:** September 1 to November 30, 2022  
**WHERE:** All Sophia Jewellery outlets

**HOW:**

- A. Promo Mechanics**
- 1.1 Promo is open for Hulug-hulugan savings transaction only.
  - 1.2 All new Hulug-Hulugan transaction availed starting September 1 to November 30, 2022, are qualified for the promo.
  - 1.3 All new Hulug-Hulugan account fully paid within 30 business/working days will get a 25% discount.
  - 1.4 All new Hulug-hulugan account fully paid 31 days onwards but within Hulug-hulugan terms will get a regular Hulug-Hulugan Savings discount.

Pls see table below for your reference:

Conditions	Discount	Example
Fully paid within 30days	25% discount	New LAP: Sept. 15; Final Payment: Oct. 15
Fully paid 31 days onwards but within terms	Regular Hulug Hulugan Saving Discount	New LAP: Sept. 15, Final Payment: Oct.30 or onwards

- 1.5. For auditing purposes, EC’s must input #22HHC when processing the transaction in the system.
- 1.6. Promo will run in all Sophia Jewellery branches from September 1 – November 30, 2022.

**B. Awareness**

- 1. Promotion Collateral**
- a. Starting September 1, Mabuhay OFW Sale collaterals will be replaced with the Hulug Hulugan for Christmas.



b. We'll fill the balloon holder with metallic red and chrome old rose balloons.



**2. VM decoration** – We will start decorating our showcase with Christmas decors (christmas balls, poinsettia, christmas tree miniature) to feel the spirit of Christmas. M' Merce Francisco will directly coordinate to the store for the VM decoration.

**3. Text blast brigade** - Text blast brigade through CRM and EC will be sent to the clients.

**September:** *"Are you thinking about early Christmas Shopping? Elegant and sparkly jewelry is made more affordable before the Christmas season through Hulug-Hulugan Savings with Sophia Jewellery. Visit us on the branch near you or message us in sophiajewellery FB page. Ask us HOW!" #LovesSophia*

**October:** *"Are you excited for Christmas? Give yourself or your loved-ones an early Christmas gift through our Hulug-hulugan Savings for Christmas. Visit the nearest Sophia Jewellery branch NOW or message us in sophiajewellery FB page. Have your sparkling and stunning present this Christmas." #LovesSophia*

**November:** *"Holiday Season is right around the corner, it's time for you to get the best gift for yourself or for your loved-ones. Choose the finest jewelry as an awesome gift! Visit us on the nearest branch and avail our Hulug-hulugan Savings. Ask us HOW!" #LovesSophia*

**4. Intercept** - EC will intercept clients and can use this introductory spiel for reference.  
*"Good day Ma'am/Sir! Ano pong hanap nyo? Since BER months na, nakapag-isip na po ba kayo ng gift for Christmas? Marami po kaming items na pwedeng i-pang regalo sa sarili nyo or para sa loved-ones nyo. We made it even more affordable through our Hulug-hulugan savings. Pwede nyo na po i-avail as early as now in preparation po for Christmas. Malaki din po ang mase-save nyo if ever na makapag-fully pay po kayo within 30 days (discuss the mechanics and savings). Thank you po sir/mam. Have the best Holiday Season po!"*

**5. Social media Ads/Posting** - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as well as online poster to our partnered mall's social media account for additional awareness. On September 1, 2022, the cover photo of the stores Facebook accounts must be changed from Mabuhay OFW Sale to Hulug Hulugan for Christmas. Please check the cover photo of our Official Facebook Page for your reference.

**6. Newspaper Ads** - We will place ads to feature the Hulug-Hulugan for Christmas announcement in our partnered newspaper.

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

a. As a reference of documentation, photos of store, along with the EC/SIC must be send to Ma'am Mylene at [marketingadmin@sophiajewellery.com](mailto:marketingadmin@sophiajewellery.com) , cc M'Colleen at [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com) on September 5, 2022.

b. Debriefing will be done by Ma'am Colleen via phone call on September 9, 16, 23, 30 2022.

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

Thank you.

  
Darlyn D. Espiritu  
Marketing Director