

To: All SJI, TNGC Team members
From: Marketing Team
Re: **Family’s Tradition Online Story Contest**
Date: December 1, 2023

Greetings everyone!

As we approach the end of the year, families are gathering to engage in their special traditions, creating moments of joy and togetherness. We’re embracing this opportunity to celebrate these unique family traditions through stories by having our online story contest that highlights family tradition photos accompanied by their heartfelt stories. Whether it’s a birthday celebration, a travel adventure, or holiday festivities, these shared experiences strengthen the family bonds, leaving a legacy for lasting memories.

The lucky **winner will get a chance to bring two (2) family members to a free dinner** at our chosen restaurant, this way we become part of their family’s special moment that is worth celebrating.

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

- WHAT** : **“Honor Your Family’s Tradition Story”**
- WHEN** : **Dec 1, 2023 – Jan 7, 2024 (Submission of entries)**
- ANNOUNCEMENT OF WINNER:** **Jan 12, 2024 (During live selling)**
- HOW:**
- 1. Mechanics**
 - 1.1. Who may join the contest?
 - 1.1.1. The online story contest is open to everyone.
 - 1.1.2. A follower of our social media platforms which includes Facebook & Instagram.
 - 1.1.3. Employees and relatives up to third consanguinity of SJI and other affiliated companies are not allowed to join the contest.
 - 1.2 How to join the Contest:
 - 1.1.4. Comment on the main post of the contest. Each entry must include a photo and the story.
 - 1.1.5. Entries should have a brief story of how his/her story is special (not more than 150-300 words).
 - 1.1.6. Participants must tag 5 friends on their comment.
 - 1.1.7. Participants must **share the post** on their wall.
 - 1.1.8. Include hashtag **#HonorYourStory #MyFamilyImprints**
 - 1.1.9. Participants must like & follow the Sophia Jewellery FB & IG page.
 - 1.1.10. Participant should provide the details being asked via PM inquiries to confirm their entries.
 - 2. Criteria for Judging**
 - 2.1. 25% Post Reacts
 - 2.2. 25% Post Shares
 - 2.3. 50% winning story will be chosen by the selected judges.
 - 3. Awarding of Winner**
 - 3.1. The awarding of the winner will be done in the store which is closest to the client.
 - 3.2. If in case the winner is not residing in the area where our stores are located, we will provide an e-certificate.
 - 4. Prize**
 - 4.1. One (1) participant will win a FREE Dinner and may bring his/her two (2) family members.
 - 5. Social media Ads/Posting**
 - 5.1. The Marketing team shall post the contest on the FB page. We encourage everyone to please share it to your FB account and let your friends and families know.

For any questions or concerns regarding the contest you may contact the marketing team or M’ Hannah Alvarez at 0917-8946-177.

Thank you.


Darlyn D. Espiritu
Marketing Director