

To: Sales Team

From: Marketing Team

Re: **Certificate of Authenticity Raffle activity**

Date: August 14, 2023

CC: CBB, SC, HR, ACCTG, MIS, AUDIT

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Good News!

In line with the implementation of the new Certificate of Authenticity, we will be holding a raffle draw activity to encourage our old and existing clients to exchange their guarantee card for the new Certificate of Authenticity. With this, we will be able to invite our clients to visit our store and take advantage of the opportunity to connect with them.

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

**WHAT:** “Swap it to WIN it: Certificate of Authenticity Raffle”

**WHEN:** August 15, 2023 – November 15, 2023

**WHERE:** All Sophia Jewellery outlets

**HOW:**

**A. Raffle Mechanics**

1. Starting August 15, 2023, clients who will return their existing guarantee card will be entitled for a raffle entry.
2. One guarantee card is equivalent to one (1) raffle entry.
3. The existing guarantee card will be replaced with a new authenticity card.
4. Purchase requirement is not necessary.
5. One winner will get a chance to WIN an 18karat gold Japan necklace worth 14,320php.
6. The list of qualified clients for the electronic raffle draw will be provided by MIS on November 18, 2023
7. SJI, TNGC employees and their families, including relatives up to the third degree of consanguinity or affinity are disqualified from the raffle activity.
8. The draw will be held electronically on December 1, 2023 during the FB Live selling.
9. The awarding ceremony will be held at the Sophia Jewellery outlet closest to the winner.
10. The raffle activity will run from August 15 until November 15, 2023. Yet, clients who return their old guarantee card after November 15 will still have the option to exchange it for the new authenticity card. However, they will no longer be entitled for the raffle activity.

**B. Awareness**

1. **Social media Ads/Posting** - The Marketing team shall provide content posting for FB, Viber and Instagram.
2. **Text blast brigade** - Text blast brigade via CRM will be sent to the clients.  
*Good news! Swap it to WIN it! Swap your guarantee card with the New Certificate of Authenticity at any Sophia Jewellery and get a chance to WIN 18k gold necklace. Hurry! Visit the nearest Sophia Jewellery branch near you!*

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

Thank you.

  
Darlyn D. Espiritu  
Marketing Director