

To: Sales Team
From: Marketing Team
Re: **299 Hulug-hulugan downpayment promo**
Date: January 10, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Riding on the 299 posting viral trend, Sophia Jewellery is adding our own twist with awesome deals on Hulug-hulugan savings. For just 299 downpayment, our client can start preparing for their dream engagement proposal. We want to be part of their memorable story proposal with our authentic and real gold engagement ring. Let's make their story shine!

Please share the good news with our clients, family & friends.

WHAT: **Engagement Ring Promo**
"299 downpayment for Hulug-hulugan"

WHEN: **January 9 - 31, 2024**

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All clients Mindanao-wide

HOW:

A. Mechanics:

1. Promo is open for Hulug-hulugan savings transaction only.
2. Promo is exclusive for all Engagement Rings (regular, rematado, consignment and forever sale items). This includes also the Russian and Diamond Engagement Rings.
2. Clients can start preparing for the engagement ring for as low as 299 pesos downpayment through our Hulug Hulugan Savings Plan.
3. The monthly payment and conditions for Hulug-Hulugan Savings term still applies.

B. Awareness:

1. **Text Brigade** – Text blast brigade via CRM and EC will be sent to the clients.

"Ready to turn your love story into a sparkling fairytale? Sophia Jewellery has exciting news just for you! Starting at just 299, find the engagement ring that mirrors your unique love story! Hurry! Visit the nearest Sophia Jewellery outlet and ASK our consultants HOW. See you!"

2. Intercept – EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference. *"Good day Ma'am Sir, welcome to Sophia Jewellery! Meron po kaming exclusive promo for our Engagement Rings. Pwede na po itong Hulugan for as low as 299 downpayment. Pasok po kayo sir para makita nyo po mga engament rings namin. (then offer items)"*

3. Social media Ads/Posting – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional online awareness.

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

For your information and guidance.

Thank you!

A handwritten signature in black ink, appearing to read 'Darlyn D. Espiritu', with a long horizontal stroke extending to the right.

Darlyn D. Espiritu
Marketing Director