

To: ALL DEPARTMENTS
From: Marketing Team
Re: Online Story Contest
Date: March 1, 2023

Greetings everyone!

As part of our rebranding campaign of honoring people’s stories, we are excited to share with you our Online Story Contest entitled **“Capture the Moment to Forever”**. This will encourage our social media visitors and clients to share their photo and love story during the Engagement Proposal. As a prize, one winner will receive a **pair of wedding ring**.

Please see the mechanics below and share the contest to our dear clients, family and friends:

WHAT: “Capture the Moment to Forever” Online Story Contest

WHEN: March 1 – May 31, 2023

ANNOUNCEMENT OF WINNER: June 16, 2023

HOW:

1. Mechanics

- 1.1. Who may join the contest?
 - 1.1.1. The contest is open to all clients aged 18 years old & above.
 - 1.1.2. Currently engaged to his/her partner.
 - 1.1.3. Currently residing in the Philippines only.
 - 1.1.4. A follower of our social media platforms which includes Facebook & Instagram.
 - 1.1.5. 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:
 - 1.2.1 Participants should send their entries in the comment section of the contest's main posts. The mechanics will be posted on the official Facebook page.
 - 1.2.2 Each entry must include an engagement photo and a caption sharing their love story.
 - 1.2.3. The entry should have a brief story of no more than 150-300 words.
 - 1.2.4. Participants are required to tag 5 friends in their comment/entry.
 - 1.2.5. Include hashtag **#HonorYourStory #OneWithSophia #ItsAYes**
 - 1.2.6 Participants must like & follow the Sophia Jewellery FB & IG page.
 - 1.2.7 Participants must send a screenshot of their entry and a proof that they liked & followed both FB & IG (must be sent to our official FB page via DM).

2. Criteria for Judging

- 2.1. 25% Post Reacts
- 2.2. 25% Post Shares
- 2.3. 50% winning story which will be chosen by the selected judges.

3. Awarding of Winner

- 3.1. Awarding of winner will be done in the store which is closest to the client.
- 3.2. If in case the winner is not residing to the area where our stores are located, the prize will be shipped to his/her location.
 - 3.2.1. Once he/she received the price, winner must send a photo and a testimonial.

4. Prize

- 4.1. One (1) participant will get a pair of wedding ring.
- 4.2. 500 php worth of Sophia Jewellery gift voucher will be given to all participants and can be used on our website, or stores.

We encourage everyone to please share it on their Facebook account and inform their friends and family.
Let us honor more stories.
Thank you.



Darlyn D. Espiritu
Marketing Director