

To: Sales Team
From: Marketing Team
Re: **2024 Mother’s Day SUPERSALE**
Date: April 29, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Greetings!

This Mother’s Day, let's cherish the unparalleled love and sacrifices of moms around the world. We're thrilled to announce our Mother’s Day Super Sale, where we celebrate the remarkable bond between mothers and their children. Join us as we honor these remarkable women and create unforgettable moments this Mother's Day!!

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

WHAT: Mother’s Day Super Sale
“A Mom's Story with Love”

WHEN: May 1-31, 2024

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All clients Mindanao wide

HOW:

A. Mechanics

1. Promotional Discount



- 1.1 Clients can avail of a special 35% discount on all regular, diamond and consignment jewelry except, rematado, and forever sale.
- 1.2. Promo is open to the following transactions:

Cash <input checked="" type="checkbox"/>	G-cash <input checked="" type="checkbox"/>	HC Pay <input checked="" type="checkbox"/>
Debit Card <input checked="" type="checkbox"/>	G-gives <input checked="" type="checkbox"/>	Hulug-Hulugan <input type="checkbox"/>
Credit Card (straight) <input checked="" type="checkbox"/>	G-Paybills <input checked="" type="checkbox"/>	
	Maya <input checked="" type="checkbox"/>	

- 1.3. Additional discounts can no longer be given on top of this.
- 1.4. For auditing purposes, enter the promo code **#24MS** in the remarks section.

2. Special Collection

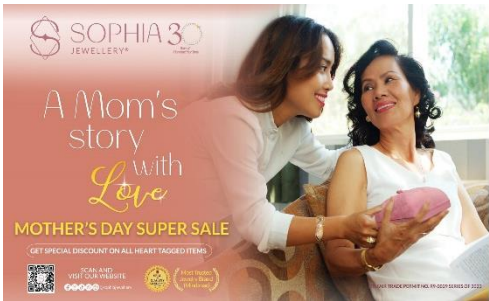
- 2.1. The special bundle price for the mom’s collection will only be valid from May 1 - May 31. The special price will already be reflected on the tag.
- 2.2 The Special bundle collection must be removed from the display on June 1. Please safe keep the item and wait for further instructions from the Supply Chain.
- 2.3 Please refer to the table for the special prices, and allocation which will be valid exclusively during the Mother’s Day Super Sale.

Jewelry	Description	Regular price	Special Bundle price	Allocation
	Mother and Child PND with chain NKL 18"	23,625	11,795	All outlets will have 1pc of allocation
	Heart Mom PND with chain NKL 20"	22, 680	10,975	1pc of allocation for the following outlets ZKC, ZSL, CLM, IGC, PGH, DLC, DMQ, KGM, GKJ, IGV, FB and WEBSITE

B. Awareness

1. Promotion Collateral

- a. Starting May 1, collaterals will be replaced with the **MOTHERS’ DAY Super Sale**.



- b. VM Display Highlight for the mom and child bundle (featured item will vary depending on the item available in the store)

Featured Item (either Heart Mom and Mother and child) will be placed on a neckpiece



Place Mother’s Day greetings POS material beside the neck piece

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

Spiel 1: “It is the season to shower our moms with love and joy! Don't miss out on Sophia Jewellery's Mothers' Day Super Sale, where we have the perfect pieces to express your gratitude with a sparkle. Visit us today at the nearest branch and make this Mother's Day unforgettable for the special women in your life!

Spiel 2: “This Mother's Day let us honor our mother's story with a gift that she will cherish forever. Show her how much you appreciate the love and sacrifices that she has made by giving her a piece of jewelry. Come see us right now at the branch closest to you!”

3. Intercept – EC will intercept clients and can use this introductory spiel for reference.

“Hello ma’am/Hello sir! Welcome to Sophia Jewellery! Meron na po ba kayong pangregalo para sa mother nyo/ para po sa sarili nyo ngayong Mother’s Day? Meron po kaming special discounts para sa lahat ng items ngayong May na pwede nyo pong pagpilian”Meron din po kaming special bundle price para po sa mom & child collection namin.(show the items)

After engaging: “Thank you Ma’am/Thank you Sir for visiting Sophia Jewellery. Happy mothers’ day po! (If mother)”

4. Social media Ads/Posting – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as well as an online poster to our partnered mall's social media account for additional awareness.

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

a. As a reference of documentation, photos of the store and the EC/SIC must be sent to M' Merce Francisco at sophiamtfrancisco@gmail.com , cc maaabella@teamtngc.com, and sophia.ddespiritu@gmail.com on May 3, 2024.

b. M'Mylene will do a phone debriefing on May 3,10,117 and 24, 31,2024.

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

Thank you



Darlyn D. Espiritu
Marketing Director

