

To: Sales Team
From: Marketing Team
Re: **Father's Day Special Sale**
Date: **June 3, 2022**
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!
Fathers are the ones who leads us through life and brings us with exciting possibilities for our family. Fatherhood is full of challenges, which is why we want to honor them by holding our first Father's Day Special Sale.
Please see the details below and share the good news to our dear clients, family and friends:

WHAT: Father's Day Special Sale *"My hero, my guide, my friend, my Dad"*
WHEN: June 12 - 19, 2022
WHERE: All Sophia Jewellery Outlet
HOW:

A. Mechanics

- 1.1 All clients can avail a 35% discount on all Gold Men's regular Items except consignment, made to order, rematado, and forever sale items.
- 1.2. Promotion is open for Cash, G-cash, Debit card and Credit Card straight payment.
- 1.3 List of items will be provided by Supply Chain. They will also schedule delivery before the promotion starts.
- 1.4. Additional discounts can no longer be given on top of this. Since this is overlapping with the Graduation Sale, only one promo code shall be applied during the promo period.
- 1.5. For auditing purposes, enter the promo code **#22FDS** in the remarks section.

B. Awareness

1. Promotions Collateral

- a. **POS Material** - Starting June 12, Father's Day POS material will be displayed on the showcase to highlight the men's item. The POS materials will be provided by Mktg.



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

"This is the time of year where we get to fill our dad's heart with love and appreciation. Sophia Jewellery is having a Father's Day Sale and we have the perfect pieces to say "Thank you Dad!" Visit us NOW to the branch near you!"

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

"Good day, Maam/Sir! Welcome to Sophia Jewellery. Meron po tayong Father' Day sale ngayon and lahat po ng mens item namin may special discount. Pwede nyo po pang regalo sa sarili nyo (for male), sa husband nyo, or sa tatay nyo (if female clients)" (direct clients to the VM display of mens item)

After engaging: "Thank you Ma'am/Sir. Thank you, for visiting Sophia Jewellery. Happy fathers' day po! (If dad)"

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

5. Facebook Cover Photo – On June 12-19, 2022, the cover photo of the stores Facebook accounts must be changed from Graduation Sale to Father's Day Sale, and then back to Graduation Sale on June 20. Please check the cover photo of our Official Facebook Page for your reference.

In line with this, as a reference of documentation, photos of VM display with POS must be sent to sophia.cmveloso@gmail.com and cc sophia.ddespiritu@gmail.com on June 15, 2022.

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

Thank you


Darlyn D. Espiritu
Marketing Director

