

To: Sales Team  
From: Marketing Team  
Re: **2023 Father’s Day Special Sale**  
Date: **June 9, 2023**  
  
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Fathers are more than just biological figures; they are the pillars of strength, guidance, and support that we rely on. They are the ones who have been there for us through every step of our journey, offering their unwavering love, wisdom, and encouragement. Sophia Jewellery honors all our loving dads 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**  
**“A Dad’s Story with Love”**  
  
**WHEN:** **June 12 - 19, 2023**  
  
**WHERE:** All Sophia Jewellery Outlet  
  
**HOW:**

**A. Mechanics**

- 1.1 All clients can avail 35% discount on all gold men’s regular items except consignment, made to order, rematado, and forever sale items.
- 1.2. Promo is open for 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 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 and Araw ng Pagadian, only one promo code shall be applied during the promo period. Please refer to the **SJI 2023 Promotions with Store Allocation per promo** for the list of items included in the promo.
- 1.5. For auditing purposes, enter the promo code **#23FDS** 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 the 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.

In line with this, as a reference of documentation, photos of VM display with POS must be sent to [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and cc sophia.ddespiritu@gmail.com on June 14, 2023.

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

