

To: Sales Team
From: Marketing Team
Re: **WOMEN’S WEEK SPECIAL SALE**
Date: March 4, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Women’s Day is the day to honor and recognize all women for their significant contributions to society. We're excited to announce that we will be holding a Women's Week Special Sale that is open to all women in honor of Women's Day.
Please see the mechanics below and share the good news to our dear clients, family and friends:

WHAT: **WOMEN’S WEEK SPECIAL SALE**
“Celebrating Women Who Tell Our Stories”
WHEN: **March 5 - 12, 2023**
WHERE: All Sophia Jewellery Outlets
WHO CAN JOIN THE PROMO: All Female clients Mindanao wide
HOW:

- A. Mechanics**
- All Female clients can avail 35% discount in all Gold & Diamond jewelry except consignment, made to order items, rematado, mens’ items, kids’ items, and forever sale items.
 - All unisex necklace and bracelet chains are included in the promo.
 - 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"/> | |
- Additional discounts can no longer be given.
 - Input the promotional code **#23WWS** on the remarks tab for auditing purposes.

- B. Awareness**
- Promotion Collaterals**
 - POS Material** - Starting March 5, POS material for Women’s Week Special Sale POS will be displayed on the showcase. The POS materials will be provided by Mktg.



- Wearing of RED SALE shirt** – The red SALE shirt will be worn on **March 8** (Women’s Day). Please see memo **MKTG0521-0172** for reference on guidelines.
 - Text Blast Brigade** – Text blast brigade via CRM and EC will be sent to the clients.

“Good day, Maam! You shine every single day as you live your dynamic life. Head to the nearest Sophia Jewellery outlet nearest you from March 5-12, you deserve a little extra sparkle from Sophia Jewellery's Women’s Week Special Sale. See you!”
 - Intercept** – EC will intercept clients and can use this introductory spiel for reference.

Good day Ma’am Maam, welcome to Sophia Jewellery! Meron po kaming Women’s Week Special Sale. It’s time to reward ourself mam, if mag-avail ka po ngayon meron po kaming special discount for you. (show items to client)”
- 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