

To: All Team members
From: Marketing Team
Re: **Mother’s Day Online Story Contest**
Date: April 26, 2023

Greetings everyone!

As we approach Mother's Day, we are excited to announce our online story contest that gives us the opportunity to honor and pay tribute to the most important woman in our life, our mother. Our Mother's Day online story contest is another opportunity to share with our clients and friends wherein they can showcase their love and appreciation for their mom.

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

WHAT: **“A Tribute to my mother” Online Story Contest**

WHEN: **May 1 - 28, 2023 (submission of entries)**

ANNOUNCEMENT OF WINNER: **June 2, 2023 (during live selling)**

HOW:

1. Mechanics

- 1.1. Who may join the contest?
 - 1.1.1. The online story contest is open to all aged 18 years old & above.
 - 1.1.2. Currently residing in the Philippines only.
 - 1.1.3. A follower of our social media platforms which includes Facebook & Instagram.
 - 1.1.4. 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:
 - 1.1.5. Participant should comment on the main post of the contest and each entry must have their story about their mom as the caption.
 - 1.1.6. Entry should have a brief story about mom (not more than 150-300 words).
 - 1.1.7. Participants must **tag 5 friends** on their comment.
 - 1.1.8. Participants must **share the post** on their wall.
 - 1.1.9. Include hashtag **#HonorYourStory #AllAboutMomWithSophia**
 - 1.1.10. Participant must like & follow the Sophia Jewellery FB & IG page.
 - 1.1.11. Participants must send a screenshot of their entry and a proof that the participant 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. The award ceremony will be held in the store which is closest to the winner.
- 3.2. If in case the winner is not residing in the area where our stores are located, we will provide an e-certificate and the winner can show it to the partnered salon as proof.

4. Prize

- 4.1. One (1) winner will get a FREE make-over for his/her mother to a partnered salon and a bento cake with Mother’s Day greetings.
 - 4.1.1.If in case the mother of the winner won’t be able to avail the free makeover, the winner can choose someone who is close to her like a mother.

5. Social media Ads/Posting

- 5.1. The Marketing team shall post the contest on the FB page. We encourage everyone to please share it to your FB account and let your friends and families know.

For any questions or concerns regarding the contest you may contact the marketing team or M’ Hannah Alvarez at 0917-8946-177.

Thank you.


Darlyn D. Espiritu
Marketing Director