

To: Area Sales Head, Team Leader  
From: Marketing Department  
Re: **Pay Day SALE**  
Date: January 11, 2023  
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

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**Pay Day** is coming! Good News! We will be having a PAYDAY SALE on selected dates for the month of January to take advantage of this. Let's seize this chance to empower more women!

Please share the good news to our clients, family & friends.

**WHAT:** **Pay Day SALE**  
*"Prosperi-treats"*

**WHEN:** **January 14-16 and January 28-31, 2023**

**WHERE:** All Sophia Jewellery Outlets and Website

**WHO CAN JOIN THE PROMO:** All clients Mindanao-wide

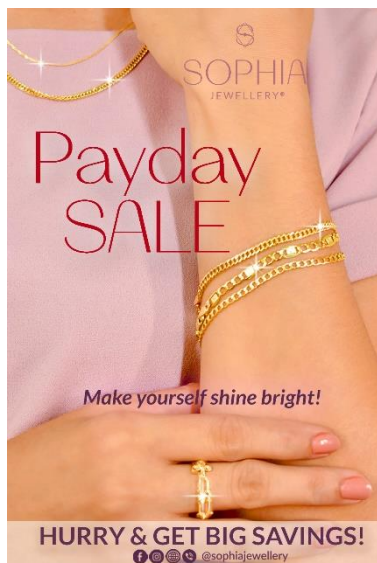
**HOW:**

**A. Mechanics:**

1. Customers can avail a 35% discount on all Gold & Diamond Jewelry except consignment, made to order items, rematado, and forever sale items.
2. Promo is open to Cash, G-cash, Maya, Gcash Bills Pay, Gcash GGives, HC Pay, and Credit Card Transactions (straight payment only).
3. Additional discounts can no longer be given.
4. Promo will run at all Sophia Jewellery outlets.
5. Promo will run from January 14 to 16 and January 28 to 31, 2023 only.
6. Place promo code #23PS on the remarks tab.

**B. Awareness:**

1. **Promotional Collaterals** – On January 14-16 and January 28-31, PayDay Sale poster will be displayed in all stores.



**2. Wearing of RED SALE shirt** – The red SALE shirt will be worn on January 14-16 and January 28-31, 2023. For more information on the guidelines of wearing red sale shirt, please see memo MKTG0521-0172.

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

Text blast on January 10 – 16, 2023 only - “Start the New Year right, and make yourself shine bright, Ma’am Colleen, with Sophia Jewellery’s Payday SALE from January 14 – 16, 2023. Check out the nearest Sophia Jewellery outlet and gift yourself with jewelry. See you!

Text blast on January 24 - 31, 2023 only - “Gift yourself with jewelry this New Year, Ma’am Colleen with Sophia Jewellery’s part 2 Payday SALE from January 28-31, 2023. Check out the nearest Sophia Jewellery outlet and gift yourself with jewelry. See you!

**4. Intercept** – EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference. *“Good day Ma’am Sir, welcome to Sophia Jewellery! Meron po kaming Pay Day SUPER SALE ngayon. Makaka avail po kayo ng special discount sa mga items natin for a limited period lang po. Pwede nyo po itong ipang regalo, o remembrance po ng sweldo nyo” (then offer any items)*

**5. Social media Ads/Posting** – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional awareness online. We will be sending an online poster to our partnered mall’s social media account.

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

a. As a reference of documentation, photos of store, pictures of the store with the new poster collaterals will be send via email to M’Mylene marketingadmin@sophiajewellery.com and cc sophia.veloso@gmail.com and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com) on January 18, 2023.

b. Debriefing will be done by Ma’am Colleen and Ma’am Mylene via phone call on January 19 and Feb 3, 2023.

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

For your information and guidance.

Thank you



Darlyn D. Espiritu  
Marketing Director