

To: Sales Team
From: Marketing Team
Re: **KIDS COLLECTION SPECIAL SALE**
Date: July 29, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Investing in gold jewelry can never too early, nor late since numerous benefits of gold make a promising investment opportunity. That’s why we encourage our clients specifically parent/s to give their child the best gift with gold jewellery pieces while they are young.

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

WHAT: KIDS COLLECTION SPECIAL SALE
WHEN: August 1 – 31, 2022
WHERE: All Sophia Jewellery outlet

HOW:

A. Mechanics

- 1.1 Clients can avail **35% Discount** if they avail any of our kids jewellery collection.
- 1.2 Promo is open to Cash, G-cash, Debit Card, Credit Card Transaction straight payment only.
- 1.3. Discount is NOT applicable for Hulug-hulugan savings.
- 1.4. Additional discounts can no longer be given on top of this.
- 1.5. For auditing purposes, EC’s must input #22KC when processing the transaction in the system.
- 1.6 List of kids jewellery items included in the promotion will be emailed to the Sales team for reference.
- 1.7 Promo will run in all Sophia Jewellery branches from August 1 – 31, 2022.

B. Awareness

1. Promotion Collateral - Starting August 1, POS material for Kids Collection POS will displayed in the showcase. The POS materials will be provided by Mktg.



2. VM Display - Kids Jewellery Collection will be displayed together to highlight the display. The display of items will vary depending on the available items in the store.



3. Text blast brigade - Text blast brigade via CRM and EC will be sent to the clients.
“Give your child the best gift today with Sophia Jewellery’s Kids Item Collection. Invest in timeless jewelry pieces that they can use and treasure forever. Visit the store nearest to you and will help you choose the right jewellery piece for your kids!

4. Intercept - EC will intercept clients and can use this introductory spiel for reference.
“Ma’am, Welcome to Sophia Jewellery! Meron po kaming available na Kids Items with cute designs. Limited Edition lang po ang designs namin and we have discounts pag nag-avail po kayo ngayon. (present all the available kids items). Note: You may translate the spiel according to your client’s dialect.

5. 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, we are also expecting to receive the following from you:

- a. As a reference of documentation, photos of the kids collection highlight with POS material must be send to M" Mylene at marketingadmin@sophiajewellery.com , cc M'Colleen at sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on August 5, 2022.
- b. Debriefing will be done by Ma'am Colleen via phone call on August 5, 12, 19 and 26.

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