

To: Sales Team
From: Marketing Team
Re: **Gold for Seniors**
Date: September 29, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

To grow old is a beautiful gift. It is also an achievement that should be celebrated. To honor our Senior Citizens and their lifelong stories of courage and strength, we will be having our first ever **“Gold for Seniors”** promotion.

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

WHAT: **Gold for Seniors**
“Never Oldies, but GOLD-ies”

WHEN: October 1-31, 2022

WHERE: All Sophia Jewellery outlets

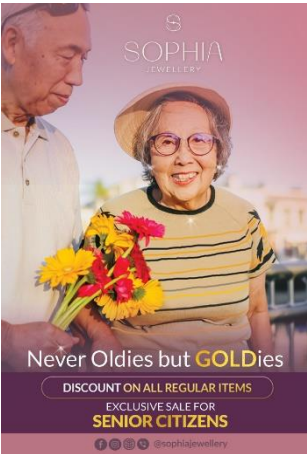
HOW:

A. Mechanics

- 1.1 Promo is exclusive for all Senior Citizens.
- 1.2 Clients can avail the special **35%** discount on all regular items except for rematado, consignment & overage.
- 1.3 Client must present their valid Senior Citizen ID.
- 1.4 Promo is Open to all Cash, Gcash, HC Pay, Debit Card and Credit Card transaction (straight payment only).
- 1.5 Additional discounts can no longer be given on top of this.
- 1.6 Store EC’s will have to input the clients’ ID number in the system.
- 1.7 For auditing purposes, EC’s must input #22SCS when processing the transaction in the system.
- 1.8 Promo will run in all Sophia Jewellery branches from October 1-31, 2022.

B. Awareness

1. Promotion Collateral - Starting October 1, Poster & POS material will be displayed in the showcase.



2. Text blast brigade - Text blast brigade through CRM and EC will be sent to the clients.

“Good news Ma’am/Sir! Our seniors are some of the most important figures in our lives. They are our role models. Sophia Jewellery is having a Gold for Seniors Sale and we have the perfect piece for our dear Senior Citizens. 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 Senior Citizen promo ngayon and lahat po ng regular item namin may special discount. Pwede nyo po pang regalo sa sarili nyo (is client is a senior citizen), sa magulang nyo, (if client is non senior) (direct clients to the VM display of regular item)

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.

5. Newspaper Ads - We will place ads to feature the Gold for Seniors promo poster in our partnered newspaper.

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

a. As a reference of documentation, pictures of the store with the new marketing collaterals must be send to Ma'am Mylene at marketingadmin@sophiajewellery.com , cc M'Colleen at sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on October 5, 2022.

b. Debriefing will be done by Ma'am Colleen via phone call on October 7, 14, 21, 28 2022.

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