

To: Sales Team  
From: Marketing Team  
Re: **2023 Hulug-Hulugan Savings for Christmas**  
Date: August 29, 2023  
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

As we get ready for the Christmas season, we're excited to bring back our Hulug-hulugan for Christmas promo. This is a heartwarming moment for our clients to celebrate their story and share happiness by giving a meaningful gift for themselves or their loved ones.

Hence share this great news with our clients, family, and friends, encouraging them to embrace the magic of the season by getting their Christmas treasures as early as September.

**WHAT:** Hulug-Hulugan Savings for Christmas  
**WHEN:** September 1 to November 30, 2023  
**WHERE:** All Sophia Jewellery outlets

**HOW:**

**A. Promo Mechanics**

- 1.1 Promo is open for Hulug-hulugan savings transaction only.
- 1.2 All new Hulug-Hulugan transactions availed starting September 1 to November 30, 2023, are qualified for the promo.
- 1.3 All new Hulug-Hulugan accounts fully paid within 30 days will get a 25% discount.
- 1.4 All new Hulug-hulugan accounts are fully paid 31 days onwards but within Hulug-hulugan terms will get a regular Hulug-Hulugan Savings discount.

Pls see table below for your reference:

Conditions	Discount	Example
Fully paid within 30days	25% discount	New LAP: Sept. 15; Final Payment: Oct. 15
Fully paid 31 days onwards but within terms	Regular Hulug Hulugan Saving Discount	New LAP: Sept. 15, Final Payment: Oct.30 or onwards

- 1.5. For auditing purposes, EC’s must input **#23HHC** when processing the transaction in the system.
- 1.6. Promo will run in all Sophia Jewellery branches from September 1 – November 30, 2023.

**B. Awareness**

**1. Promotion Collateral**

- a. Starting September 1, Mabuhay OFW Sale collaterals will be replaced with Hulug Hulugan for Christmas.



**2. VM decoration** – We will start decorating our showcase with Christmas decors to feel the spirit of Christmas. M' Merce Francisco will directly coordinate to the store for the VM decoration.

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

**September:** *"Start your Christmas with a sparkling celebration that honors your unique story through a stunning jewelry piece. Experience the magic of self-expression through our Hulug-Hulugan savings for Christmas. Visit the nearest branch or message us on our official Facebook page."*

**October:** *"Let your jewelry tell a story of love, togetherness, and honoring moments. Experience the wonder of our Hulug-Hulugan for Christmas and give the gift that shines as bright as the holiday lights. Drop by the nearest Sophia Jewellery branch or send us a message on our official Facebook page and Ask us HOW!"*

**November:** *"Just as each piece of jewelry holds a story, let this holiday season be a special part of your life's journey. Make wonderful memories and add a touch of elegance to this festive time. Drop by your closest Sophia Jewellery branch and explore our Hulug hulugan for Christmas promo., Ask us HOW!" #HonorYouStory*

**4. Intercept** - EC will intercept clients and can use this introductory spiel for reference.

*"Good day Ma'am/Sir! Ano pong hanap nyo? Since BER months na, nakapag-isip na po ba kayo ng gift for Christmas? Marami po kaming items na pwedeng i-pang regalo sa sarili nyo or para sa loved-ones nyo. We made it even more affordable through our Hulug-hulugan savings plan. Pwede nyo na po i-avail as early as now in preparation po for Christmas para hindi na po kayo magagahol sa December. Malaki din po ang mase-save nyo if ever na makapag-fully pay po kayo within 30 days (discuss the mechanics and savings).  
Thank you po sir/mam. Have the best Holiday Season po!"*

**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. On September 1, 2023, the cover photo of the stores Facebook accounts must be changed from Mabuhay OFW Sale to Hulug Hulugan for Christmas. Please check the cover photo of our Official Facebook Page for your reference.

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

a. As a reference of documentation, photos of store, along with the EC/SIC must be send to Ma'am Merce at [Sophia.mtfrancisco@gmail.com](mailto:Sophia.mtfrancisco@gmail.com) cc M' Colleen at [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com) on September 5, 2023.

b. Debriefing will be done by Ma'am Mylene and Ma'am Merce via phone call on September 8, 15, 22, 29 2023.

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