

To: All SJI, TNGC Team members
From: Marketing Team
Re: **Women’s Month Online Story Contest**
Shine Like a Pinay: A Story of Empowerment
Date: March 8, 2024

Greetings everyone!

It is the month to celebrate every woman, an opportunity to appreciate them for their hard work, genuine acts, sacrifices, and unconditional love. As we celebrate women’s month, it is the perfect moment to encourage our women clients to participate in our online story contest.

They can share a photo with their story about what happened in their life that helped them become the best version of themselves today and share with us on who empowered them, this is an opportunity to acknowledge their hard work and dedication to achieve their goals and be able to inspire others as well.

The winner **will get an 18k bracelet**, and a **cake**. As part of celebrating the women’s month, this is a way for us to express our appreciation for letting us honor their story.

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

- WHAT:** “Shine Like a Pinay: A Story of Empowerment Online Story Contest”.
- WHEN:** March 8, 2024 –March 31, 2024 (Submission of entries)
- ANNOUNCEMENT:** April 12, 2024 (posted on Sophia FB page)
- HOW:**
- 1. Mechanics**
- 1.1. Who may join the contest?
 - 1.1.1. The online story contest is open to all women.
 - 1.1.2. A follower of our social media platforms which includes Facebook & Instagram.
 - 1.1.3. 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:
 - 1.1.4. Comment on the main post of the contest. Together with the photo, entry must include a short *story about what happened in your life that helped you become the best version of yourself today. Tell us who empowers you become the person you are today.*
 - 1.1.5. Entries should have a brief story of how his/her story is special (not more than 150-300 words).
 - 1.1.6. Participant must tag the woman who empowered her and their 5 friends on their comment.
 - 1.1.7. Participants must **share the post** on their wall.
 - 1.1.8. Include hashtag **#HonorYourStory #WomensMonthWithSophia #30YearsOfHonoringStories**
 - 1.1.9. Participants must like & follow the Sophia Jewellery FB & IG page.
 - 1.1.10. Participant should submit the ff. details:
 - a. Complete Name
 - b. Contact number
 - c. Email address
 - d. Location
 - 1.1.11 All photos submitted shall become properties of Sophia Jewellery Inc.
 - 1.1.12 There should be no Autolike/Autoreact. Any form of electronic cheating will be disqualified.
 - 1.1.13 By joining the contest, the participant is considered to have granted Sophia Jewellery a permission or license to use the photos, along with the names of those who are in the photo, for various publications and marketing collateral of Sophia Jewellery, and for other purpose by filling up the online story contest waiver that will be sent to them via messenger.
- 2. Criteria for Judging**
- 2.1. 25% Post Reacts
 - 2.2. 25% Post Shares
 - 2.3. 50% winning story will be chosen by the selected judges.

3. Awarding of Winner

- 3.1. The awarding of the winner will be done in the store which is closest to the client.
- 3.2. If in case the winner is not residing in the area where our stores are located, we will provide an e-certificate.

4. Prize

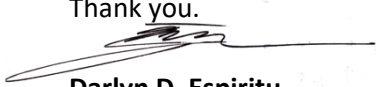
- 4.1. One (1) participant will win a 18K Bracelet, and a congratulatory cake.

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' Chang Laran at 0917-8946-177.

Thank you.



Darlyn D. Espiritu
Marketing Director