

To: Sales Team  
From: Marketing Team  
Re: **2024 Sparkly Spooky Halloween Treat**  
Date: October 15, 2024  
CC: SC, HR, ACCTG, MIS, AUDIT

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Greetings!

Every parent dreams of seeing their children happy and full of smiles. That’s why Sophia Jewellery is excited to present our 'Sparkly Spooky Halloween Treat'—a fun and festive way to add a little extra magic to your child’s Halloween! Trick or Treating is more than just candy; it’s a cherished tradition filled with laughter, adventure, and joy. Let’s make this year’s celebration even more special.

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

**WHAT:** Sparkly Spooky Halloween Treat

**WHEN:** October 28 – November 1, 2024

**WHERE:** All Sophia Jewellery outlets

**HOW:**

**A. Mechanics**

**Chocolate Give-aways**

- 1.1 Sophia Jewellery will be having a trick or treat activity on Halloween for all outlets. chocolates will be from the store PCF amounting PHP500.00.
- 1.2 Chocolates will be wrapped and placed inside a loot bag (for stores located in the mall)
- 1.3 Chocolates will be given to all the kids who will visit our store. For the malls hosting a Halloween activity, we will participate in giving loot bags to the kids wearing Halloween costumes.
- 1.4. For Sungate attached outlets, chocolates will be placed in the fishbowl and will be given also to the kids who are passing by the stores.
- 1.5 Chocolates will be distributed as long as there are still allocations left.

**B. Awareness**

- 1. Intercept** - EC will intercept clients and can use this introductory spiel for reference.  
***For kids:** Hello kids, meron kaming free chocolates para sa inyo. Pasok lang kayo with your parents.*  
***For clients:** Hello ma’amm/sir, meron po kameng chocolates for your kids ma’am. Pasok lang po kayo. Free po ito for your kids.*  
***For clients when inside the store:** “Hello maam/sir, Meron po tayong mga new items mam baka po meron kayong magustuhan” (show the items)*

- 2. Social media Ads/Posting** - A content poster will be created by the marketing team and will be posted via the respective store's Facebook account.

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


a. As a reference of documentation pictures of kids who will be receiving the trick or treat loot bag must be sent to Ma'am Mylene marketingadmin@sophiajewellery.com, cc Ma'am Ada at maaabella@teamtngc.com on October 28, 2024.

b. Encourage our clients to upload their child's trick or treat photos in their personal social media accounts and tag the Sophia Jewellery official FB Page using the hashtags #SophiaJewelleryTrickOrTreats #SophiaHonorYourStory.

c. Debriefing will be done by Ma'am Mylene on November 4, 2024.

For any concerns and feedback regarding the activity, please feel free to contact M' Ada Abella from Marketing team at 0917-795-7460.

Thank you.

  
Angela Montecristo, Natividad  
10/14/24  
VP for Operations

