

To: Sales Team  
From: Marketing Team  
Re: **Sophia Jewellery x SMAC Partnership**  
Date: January 09, 2023  
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

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Greetings!

We are excited to inform you, that we have renewed our partnership with SM Advantage throughout the year 2023 to build awareness of our ZSL branch and facilitate better transactions. With the help of this tie-up activity, we will be able to drive foot traffic and reach potential clients.

Please be guided on the following:

**A. Mechanics**

- 1. Clients can avail additional 5% on all **regular** items from January 10 – December 31, 2023.
- 2. Clients must present their SMAC or SMAC Prestige card upon payment.



SMAC START



SMAC



SMAC PRESTIGE


- 3. Discount is not convertible to cash.
- 4. Discount can be availed thru Cash, Debit, G-cash, Maya, Gcash GGives, Gcash Pay bills, & Credit Card transaction (straight payment).
- 5. Discount is NOT valid in conjunction with other promotions.
- 6. Discount is NOT valid for Hulug-Hulugan Savings payment.
- 7. No additional discounts should be given on top of this.
- 8. For auditing purpose, input code **#ZSLSMAC** in the remarks tab.

**B. Awareness**

- 1. **Promotional Collaterals** – SMAC Poster and Tent card will be displayed at ZSL starting January 10 – December 31, 2023.
- 2. **Text Blast spiel** – This will be texted to ZSL clients.  
*“Good news Ma’am/Sir xxx! Enjoy additional discounts on any regular items when you purchase from Sophia Jewellery using your SM Advantage card. Hurry! Visit us now at Sophia Jewellery at Level 2 SM Mindpro and choose the best jewelry piece that you deserve. See you!”*
- 3. The Marketing team shall provide a content poster that will be used by ZSL in the store’s facebook posting and My story.
- 4. There will be thematic postings in SM Supermalls FB page and SM groups.

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

