

To: All Team members
From: Marketing Team
Re: **Women's Month: #IAmEmpowered**
Date: February 27, 2025

Greetings everyone!

It's the season to celebrate every woman this coming Women's Month. A time to acknowledge every strong, courageous, self-less, confident, and beautiful woman. As a company that also values women empowerment, let's take this time to honor the women who inspire us, uplift those around us, and continue pushing for a more inclusive and equal future. Whether big or small, every effort counts in making a difference. And together with this celebration we encourage to spread the word to every woman by using our very own #IAmEmpowered frames.

There will be **5** lovely women who will be getting a chance to have **The Sophia Affirmation tote bags** via raffle draw.

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

WHAT: **Women's Month: #IAmEmpowered**

WHEN: **Mar 1 - Mar 31, 2025**

RAFFLE DRAW: **Mar 28, 2025**

HOW:

1. Mechanics

1.1. Who may join the contest?

1.1.1. The online story contest is open to all Facebook audience.

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. Rather;

1.1.4. **It is mandatory for SJI and TNGC female employees** to use the frame.

Hence they are excluded from the raffle draw.

1.2 How to join the Contest:

1.1.4. In using the frame, participant should click the twibbon link of their desired affirmation frame given by the following stores and or posted on SJI Facebook Page

1.1.5. The link will direct them to twibbon website where in the frame would appear. By clicking the *"Choose your photo"* below participants





could choose a photo that they will be using together with the frame.

1.1.6. Below are the designated links of the frame:

Links:

- I Am Beautiful: <https://www.twibbonize.com/womensmonth1>
- I Am Worthy: <https://www.twibbonize.com/iamworthy>
- I Am Loved: <https://www.twibbonize.com/amloved>
- I Am confident: <https://www.twibbonize.com/iamconfident>
- I Am Strong: <https://www.twibbonize.com/iamstrong>

1.1.7. Together with the updating of profile pictures their caption would be:

**“  I Am a Woman, and I am Empowered.  
Join us in celebrating every woman's strength, beauty,
confidence and worth this women's month!
#IAmEmpowered #SophiaJewellery #WomensMonth2025”**

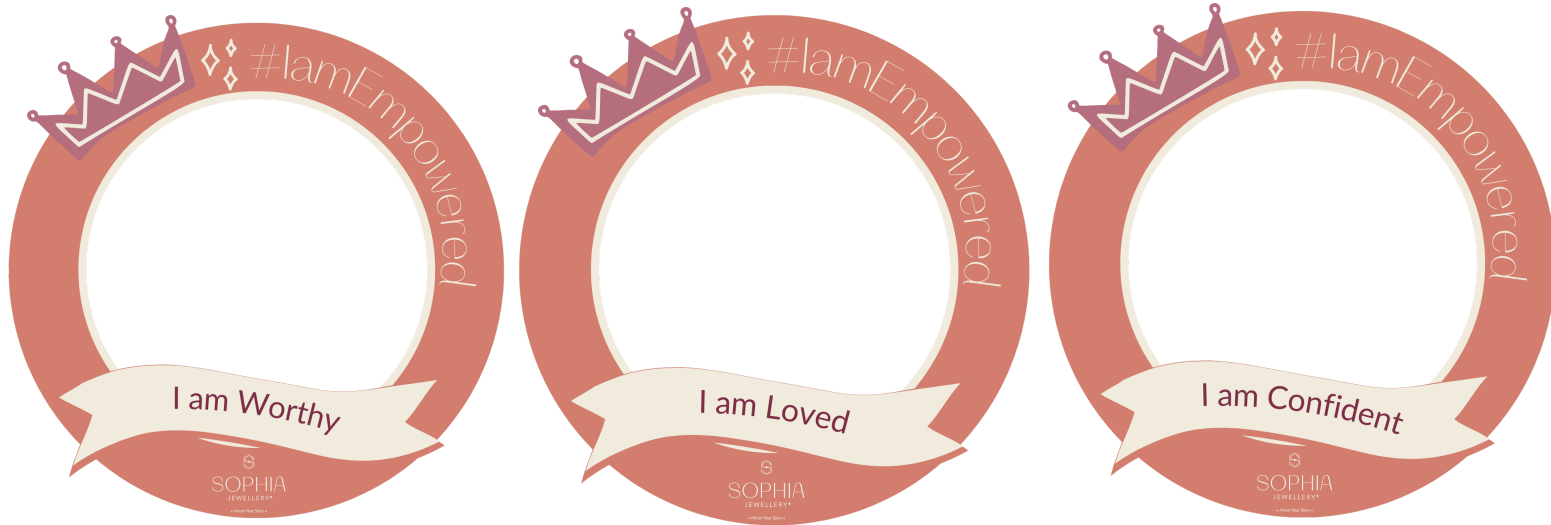
1.1.8. Participant must tag 3 friends on their caption

1.1.9. Participants must like & follow the Sophia Jewellery FB & IG page.

2. By joining the activity, 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 engagement contest waiver that will be sent to them via messenger.

Frames to be used





3. Awarding of Winner

- 3.1. Awarding of the winner will be done via FB Live and through a raffle draw
- 3.2. Awarding will be done at the store.

4. Prize

- 4.1. **5** participants will get a chance to win a Sophia Tote Bag

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.


ANGELA MONETTE T. NATIVIDAD
BOD