

To: Sales Team
From: Marketing Team
Re: **Lucky Charms Collection Special Sale**
Date: January 13, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Here's to a beautiful beginning! Let us welcome 2023 with Sophia Jewellery's Lucky Charms Collection. Please share the good news among your family and friends.

WHAT: **Lucky Charms Collection Special Sale**
"Lucky Charms, Lucky You"

WHEN: **January 15 – 31, 2023**

WHERE: All Sophia Jewellery Outlets and Website

WHO CAN JOIN THE PROMO: All clients Mindanao-wide

HOW:

I. Mechanics:

1. Identified Lucky Charms collection will have a **35%** discount from January 15 to 31, 2022 only. Items and allocation will be provided by Supply Chain in coordination with Marketing.
2. Promo is open to Cash, G-cash, Maya, Gcash Bills Pay, Gcash GGives, HC Pay, and Debit Card transaction only.
3. Delivery of collection items will be done by Supply Chain.
4. These items will not be included in the rotation and will remain on display until the end of the highlight period.
5. The Lucky Charms collection that is currently available in the stores will be displayed and included in the promotion.
6. Place the promo code **#23LC** in the remarks tab and OR for auditing purposes.

B. Awareness:

1. **POS Material** - Starting on Jan 15, 2023, we will have a separate VM display for the identified lucky charms to highlight the collections. Lucky Charms POS material/card will be used to highlight the display. Pls see below photo for reference. Display will depend on your available items.



For outlets with 1 Piyao



For outlets with 2 Piyaos



For outlets with no Piyao

2. Text Brigade – Text blast brigade via CRM and EC will be sent to the clients.
 “Here's to a beautiful beginning, Ma'am Colleen! Make 2023 your best year ever with Sophia Jewellery's Lucky Charms collection available in all stores and website. Get a special discount on a limited time only. Visit the nearest outlet Now and be the Lucky You! See you!

4. Intercept – EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference. *“Good day Ma'am Sir, welcome to Sophia Jewellery! Meron po kameng limited edition Lucky Charms Collection. Makaka avail po kayo ng special discount sa mga items natin na pampaswerte for this year. (show items to client)*

5. Social media Ads/Posting – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional awareness online. We will be sending an online poster to our partnered mall's social media account.

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

a. As a reference of documentation, photos of store, pictures of the VM display with new Pos will be send via email to M'Mylene marketingadmin@sophiajewellery.com and cc sophia.veloso@gmail.com and sophia.ddespiritu@gmail.com on January 17, 2023.

b. Debriefing will be done by Ma'am Colleen and Ma'am Ina via phone call on January 20 and February 3, 2023.

For any concerns and feedback regarding the promotion, please feel free to contact M' Colleen Veloso from Marketing department at 0917-795-7460.

For your information and guidance.

Thank you,


 Darlyn D. Espiritu
 Marketing Director