

To: Sales Team

From: Marketing Team

Re: **March Madness: Women's Month Special**

Date: March 12, 2024

CC: SC, HR, ACCTG, MIS, AUDIT

Good news!

As we celebrate Women's month this March, we recognized the invaluable contributions of women, and deeply honor their unique stories and journeys. To commemorate this special occasion, we are excited to announce that we will be having an exclusive discount for our clients who received a message from our text blasts.

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

WHAT: March Madness: Women's Month Special

WHEN: March 13 – 31, 2024

WHERE: All Sophia Jewellery Outlets

HOW:

A. Mechanics

- 1.1 Clients who received the message from the CRM text blast and Facebook PM Inquiry can avail the special 35% discount on all regular items. Consignment, Rematado and Forever Sale items are not included.
- 1.2 Promo is open to the following transactions.

Cash	<input checked="" type="checkbox"/>	G-cash	<input checked="" type="checkbox"/>	HC Pay	<input checked="" type="checkbox"/>
Debit Card	<input checked="" type="checkbox"/>	G-gives	<input checked="" type="checkbox"/>	Hulug-Hulugan	<input type="checkbox"/>
Credit Card (straight)	<input checked="" type="checkbox"/>	G-Paybills	<input checked="" type="checkbox"/>		
		Maya	<input checked="" type="checkbox"/>		

- 1.3 Additional discounts can no longer be given on top of this. This is not in conjunction with existing promotion and since these overlaps with the other institutionalized discount only one promo code may be used during the promo period.
- 1.4 ECs should validate that the message came from our official Facebook page and CRM cellphone nos 0917-317-0911.
- 1.5 For auditing purposes, enter the promo code **#WM35**.

B. Message Blast Brigade – Message blast will be done through CRM and social media. This should be the message that the clients should present to the outlet.

"Honoring stories of every woman! Sophia Jewellery celebrates Women's Month. Embrace your journey with an enchanting 35% discount on all regular items. Show this message to any Sophia Jewellery store on or before March 31. Cheers to being a woman!"

Debriefing will be done by Ma’am Mylene via phone call on April 1, 2024.

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