

To: Sales Team
From: Marketing Team
Re: **2023 KIDS COLLECTION SPECIAL SALE**
Date: July 26, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Investing in gold jewelry can never too early, nor late since numerous benefits of gold make a promising investment opportunity. That’s why we encourage our clients, particularly parents to make their child shine even brighter by giving them the best gift - gold jewelry.

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

WHAT: **KIDS COLLECTION SPECIAL SALE**
“Make your child shine even brighter”
WHEN: August 1 – 31, 2023
WHERE: All Sophia Jewellery outlet

HOW:

A. Mechanics

- 1. Clients can avail the special **35%** discount on all regular Kids Collection. Consignment, Rematado and Forever Sale items are not included.
- 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"/>		

- 3. List of all Items will be provided by Supply Chain in coordination with Marketing.
- 4. Since this is overlapping with the OFW Sale, Festival Sale, and other institutionalize discount, please take note that only one promo code shall be applied during the promo period.
- 5. These items will not be included in the rotation and will remain on display for the duration of the highlight.
- 6. Input promotional code **#23KC** on the remarks tab for auditing purpose.

B. Awareness

1. Promotion Collateral - Starting August 1, POS material for Kids Collection will be displayed in the showcase (except for the rebranded store). The POS materials will be provided by Mktg.



**ZKC outlet will not have any POS*

2. VM Display - Kids jewellery Collection will be displayed together to highlight the display. The display of items will vary depending on the available items in the store. For the rebranded store, display will remain the same. We will push Hija sub brand for the month.

Kids Item POS to be placed inside the acrylic (except rebranded stores)



3. Text blast brigade - Text blast brigade via CRM and EC will be sent to the clients.

"Give your child the best gift today with Sophia Jewellery's Kids Item Collection. Invest in timeless jewelry pieces that they can use and treasure forever. Visit the store nearest to you and will help you choose the right jewellery piece for your kids!

4. Intercept - EC will intercept clients and can use this introductory spiel for reference.

Spiels for non-rebranded stores:

"Ma'am, Welcome to Sophia Jewellery! Meron po kaming mga Kids Items na unique and cute ang designs. Limited Edition lang po ang ibang designs namin, meron din po kaming discounts pag nag-avail po kayo ngayon. (present all the available kids items).

Spiels for rebranded stores:

"Ma'am, Welcome to Sophia Jewellery! Please check our cute designs for kids dito po sa Hija sub brands namin (pointing to the Hija display) Limited edition lang po ang ibang designs namin and we have special discount sa lahat po ng Hija sub brands namin.

Note: You may translate the spiel according to your client's dialect.

5. Social media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as well as online poster to our partnered mall's social media account for additional awareness.

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

a. As a reference of documentation, photos of the kids collection highlight with POS material must be sent to M'Merce at sophia.mtfrancisco@gmail.com , cc M'Colleen at sophia.cmveloso@gmail.com sophia.ddespiritu@gmail.com on August 4, 2022.

b. Debriefing will be done by Ma'am Mylene via phone call on August 4, 11, 18, and 25

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