

To: Sales Team
From: Marketing Team
Re: **2023 Graduation Day Sale**
Date: June 13, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Graduation is a shining milestone, representing the culmination of years of hard work, dedication, and perseverance. As graduations mark the beginning of a new chapter, Sophia Jewellery would like to honor and celebrate this significant moment with the graduates by having our Graduation Sale.

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

WHAT: Graduation Day Sale
“Honoring your shining Milestone.”
WHEN: June 15 – July 15, 2023
WHERE: All Sophia Jewellery Outlet
WHO CAN JOIN THE PROMO: All clients Mindanao wide

HOW:

A. Mechanics

1. Special Discount on necklaces and pendant

- 1.1 Clients can avail a special 35% discount on all regular gold necklace and pendant items except rematado, made to order, consignment, and overage Jewelry.
- 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. Since this is overlapping with the Father’s Day Special Sale and Araw ng Pagadian (PGH, PBE), only one promo code shall be applied during the promo period.
- 1.4. For auditing purposes, enter the promo code **#23GS** in the remarks section.

2. Special Promo on College Ring

- 2.1 Clients who purchase a college ring and pay in full during the promo period will receive a Free limited edition “Honor Your Story” tote bag.



- 2.2. **POS Material** - Starting June 15, College Ring POS material will be placed on the showcase where our college ring is displayed.



B. Awareness

1. Promotion Collateral

- a. Starting June 15, collaterals will be replaced with the Graduation Sale. The QR code for our website has been placed on all our marketing collaterals. With this, please include in your spiel the information about our website. This is to create more awareness and increase engagement, and transactions on our website.



Spiel for the information of the Website QR Code:

“Hello Mam/Sir/! Naka-visit na po ba kayo sa bagong website ng Sophia Jewellery? Pwede nyo pong I scan ang QR code (EC pointing to the QRcode) para po mai-direct po kayo sa website namin. If you want hassle-free shopping, you can purchase po sa website namin. Marami din po kayong pwedeng pagpilian na items. “

- b. We'll fill the balloon holder with gold and purple balloons.



2. Text Blast Brigade – Text blast brigade via CRM and EC will be sent to the clients.

“Graduation is the time to honor your shining milestones. Reward yourself or your loved ones for all the hard work and accomplishment. Sophia Jewellery offers timeless pieces as a symbol of success. Get a gift now at any Sophia Jewellery branch near you!”

3. Intercept – EC will intercept clients and can use this introductory spiel for reference.

“Hello Ma’am/Sir! Welcome to Sophia Jewellery! Since Graduation time po ngayon, eto yung tamang time para regaluhan sila ng jewelry as a symbol of their success. Meron po kaming Graduation Sale ngayon for all necklaces and pendant. (show all the necklaces & pendants & discuss the savings from the discounts) Aside from that, meron din po kaming special promo for College ring. Kung mag-full payment po kayo within the month meron pa po kayong freebies na matatanggap from us. (explain the mechanics)

4. 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 store, along with the EC/SIC must be sent to sophia.cmveloso@gmail.com and cc sophia.ddespiritu@gmail.com on June 19, 2023.

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

Thank you.

Darlyn D. Espiritu
Marketing Director

