

To: Sales Team
From: Marketing Team
Re: **Christmas SUPER SALE**
Date: November 10, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!
Christmas is not only a time for festivities, it’s also the perfect time to show our love and gratitude! To wrap up our excitement-filled year, we will have our annual Christmas Super Sale with a theme **“Your Story, Merry and Bright”**.

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

WHAT: **Christmas SUPER SALE**
“Your Story, Merry and Bright”

WHEN: November 11 to December 31, 2022

WHERE: All Sophia Jewellery outlets

HOW:

A. Mechanics

I. Discount

- 1.1 1. Clients can avail a 35% discount in all regular gold & diamond jewelry except consignment, made to order items, rematado and forever sale items.
- 1.2 Promo is open to Cash, Gcash, HC Pay, Debit Card, Credit Card Transactions (straight payment only).
- 1.3 Additional discounts can no longer be given on top of this.
- 1.4 Promo will run in all Sophia Jewellery outlets.
- 1.5 Promo will run from November 11 to December 31, 2022.

II. Freebies

- 1.1 Starting December 15, 2022 we will give freebies/gifts to our valued clients as our way of saying "Thank you" and "Merry Christmas /Happy Holidays".

- 1.2 Clients who purchase through cash, credit card (Straight payment) and fully paid their Hulug-Hulugan savings (no minimum purchase requirement) will receive one (1) pc customized Sophia 2023 Calendar. Calendar will be given while supplies last.



- 1.3 Starting December 15, 2022, clients with a minimum purchase of 5000php, single-receipt, is entitled to a one (1) Free customized Sophia “Honor Your Story” Tote Bag. This shall run up to December 31, 2022, only. Any unused allocation must be reported to the Marketing Team on January 2, 2023.

- 1.4 All stores will be given specific allocation per freebie.

B. Awareness



1. Promotions Collateral

a. Starting November 11, Hulug Hulugan for Christmas collaterals will be replaced with the Christmas SUPER SALE collaterals.



b. We'll fill the balloon holder with metallic red and chrome gold balloons.



2. Wearing of RED SALE shirt – From November 11 through December 31, 2022, the red SALE Shirt or CHRISTMAS SUPER SALE red shirt will be worn every Friday, Saturday, and Sunday. For more information on the guidelines, please see Memo MKTG0521-0172.

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

Before the Christmas Super Sale Text Blast

“This coming Christmas, Sophia Jewellery will have an early surprise for you where you can own your dream jewelry. Come and Visit the nearest Sophia Jewellery outlet starting on November 11”

During the Christmas Super Sale Text Blast

“Christmas is a wonderful time to give yourself and your loved ones a gift. Check out the nearest Sophia Jewellery outlet and choose the best jewelry piece as we have wonderful surprises this Christmas. Visit us right NOW!”

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

“Good day Ma’am Sir, welcome to Sophia Jewellery! Meron na po ba kayong pang gift this Christmas para sa loved-one’s nyo or para sarili nyo? Baka may magustuhan po kayo sa mga items namin. Meron po kami ngayong Christmas Supersale kaya mas affordable po ang mga jewelry namin.” (show the items in the showcase)

7. 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. On November 11, 2022, the cover photo of the stores Facebook accounts must be changed from Hulug Hulugan for Christmas to **Christmas SUPER SALE**. Please check the cover photo of our Official Facebook Page for your reference.

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

a. As a reference of documentation, photos of store, along with the EC/SIC must be send to Ma’am Mylene at marketingadmin@sophiajewellery.com , cc M’Colleen at sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on November 15, 2022.

b. Debriefing will be done by Ma’am Colleen via phone call on November 18, 25, December 9, 16, 23 and 29 2022.

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

Advance Merry Christmas!

Thank you.

Darlyn D. Espiritu

Marketing Director