

To : Sales Team Leaders
 From : Marketing Team
 Re : Jewelry Set/Collection Promo
 Date : June 30, 2021
 CC : CBB, SOM, ASH, SC, HR, ACCTG, MIS, AUDIT

Greetings from the Marketing Team!

Many women like to wear gold jewelry because it makes them feel good, confident and beautiful. With Sophia Jewellery's vision of empowering more women, we would like our clients to know that they are treasured and we want them to help in choosing the right set of jewelry to wear. For the month of July, we would like to highlight the display of our gold jewelry sets/collections and we want to encourage our clients to complete their look by wearing a set of jewelry anytime, anywhere.

Please see mechanics below and spread the good news to our clients, families and friends:

WHAT: "PROMO FOR GOLD JEWELRY SET/COLLECTION"

WHEN: July 1 – 31, 2021

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All Clients Mindanao Wide

HOW:

I. Jewelry Sets/Collection Display

- a. Jewelry Sets/collections display will be highlighted together in all outlets. These sets/collections of jewelry will be promoted in the store to our clients by offering them discounts if they will purchase the whole set/collection.
- b. List of Jewelry sets/collections with designs and quantities were shared with the Sales team via Google drive. Delivery of items and replenishments will be done by Supply Chain.

II. Mechanics

- a. Clients can avail **35% Discount** if they avail the complete Set/Collection of Jewelry. Discount cannot be applied if client wishes to purchase single item from the set/collection. Please see example below for reference and guidance:

Sample Set	Design	Items in a set	Scenario	Discount
Set A	Catchy Hearty	pendant,ring,earrings	Clients bought only 1 or 2 items	No discount
			Clients bought the whole set (3 items)	With 35% discount
Set B	Dream Collection	Necklace & bracelet	Clients bought only 1 item	No discount
			Clients bought the whole set (2 items)	With 35% discount
Noted: Design available varies per store				

- b. For outlets with existing Jewelry SET or Collection on hand (except consignment), clients may also avail of the **35% Discount** if they avail of the complete Set of Jewelry.
- c. Promo is open to Cash, G-cash, Debit Card, Credit Card Transaction straight payment only.
- d. Promo is NOT available for Hulug-hulugan savings.
- e. Additional discounts can no longer be given.

III. Awareness

1. Promotion Collaterals

- a. Since we only have a promo for set/collection of jewelry for the month, we did not provide any additional tarpaulins, just a POS material for the VM display. Therefore, all Graduation Sale collaterals will be replaced with our Hulug-hulugan Savings collaterals to be placed in the acrylic showcase and roll-up.

2. VM Display

- a. Set/Collection of Jewelry will be displayed together to highlight the display. We provided the store's with POS card material to be used on the display. Items will be displayed using the Set Jewelry Box. (see sample photo below)



- b. For outlets with existing SET Collection on hand, they may also include the display together with the new arrival set/collection of jewelry. You may increase your set display depending on your available stocks on hand.

3. Text Brigade – Text blast brigade through CRM and EC will be sent to clients.

“Let your beauty shine and sparkle through our Limited Edition- Jewelry Collection. Our jewelry Set you can wear anytime and anywhere. Visit the store nearest to you and will help you choose the right set of jewelry for you!”

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

“Hello Ma’am/Sir, Welcome to Sophia Jewellery! Meron po kaming mga bagong set of jewelry to complete your look. Limited Edition lang po ang designs ng set namin and we have special discounts pag nag-avail po kayo ng complete set. (present all the available designs of the set of jewelry). 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 an additional awareness online. We will be sending an online poster to our partnered mall's social media account. Please see below our FB page cover for the month of July. This can also be shared with outlets with FB account.



6. **Newspaper Ads** – We will place ads to feature the set/collection of jewelry in our partnered newspaper.

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

1. Photos of our VM display for set/collection of jewelry must be forwarded to M' Rosemarie Compra at sophia.rmcompra@gmail.com and cc sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on July 3, 2021 as a reference of documentation.
2. Debriefing template shall be submitted every Thursday (July 8, 15, 22, 29).
3. Concern and feedback regarding the promotion should be immediately addressed to the marketing for intervention.

For your information and guidance.

Thank you.

Darlyn D. Espiritu
Marketing Director