

To : Sales Team  
 From : Marketing Team  
 Re : **Hulug-Hulugan Savings for Christmas**  
 Date : August 26, 2021  
 CC : CBB, SC, HR, ACCTG, MIS, AUDIT

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Greetings from the Marketing Team!

BER months are coming! Let the Christmas Countdown Begins!

Christmas is fast approaching and we want to empower more women by celebrating their Christmas with Sophia Jewellery.

**Hulug-hulugan for Christmas** is back again to help you empower our clients by owning their dream jewelry or give jewelry as a gift to their loved ones.

Hence, please share the good news with our clients, family and friends and encourage them to get their Christmas Remembrance as early as September.

**WHAT:** **Hulug-Hulugan Savings for Christmas**

**WHEN:** September 1 to November 30, 2021

**WHERE:** All Sophia Jewellery Outlets

**WHO CAN JOIN THE PROMO:** All Clients Mindanao Wide

**HOW:**

**I. Promo Mechanics**

- a. This promo is open for Hulug-hulugan savings transaction only.
- b. All new Hulug-Hulugan transaction availed starting September 1 to November 30, 2021, are qualified for the promo.
- c. All new Hulug-Hulugan account fully paid within 30 days will get a **25%** discount.
- d. All new Hulug-hulugan account fully paid 31 days onwards but within Hulug-hulugan terms will get a regular Hulug-Hulugan Savings discount.
- e. Place promo code **#21HC** on the remarks tab when transacting the final payment.

Pls see table below for your reference:

Conditions	Discount	Example
Fully Paid within 30days	25% Discount	New LAP: Sept. 15; Final Payment: Oct. 15
Fully Paid 31 days onwards but within terms	Regular Hulug-Hulugan Saving discount.	New LAP: Sept. 15, Final Payment: Oct.30 or onwards

- f. DTI permit number for this promotion is **DTI Fair Trade No. R9-016 Series of 2021**

## II. Awareness

### 1. Promotion Collaterals

- a. **Tarpaulins & Poster** - Starting September 1 – November 10, 2021, Kids Collection collateral will be replaced with the new “**Hulug-Hulugan Savings for Christmas**” collateral.



- b. **Balloons** - We will place pink and red balloons with the following print “**CELEBRATE CHRISTMAS THROUGH HULUG-HULUGAN SAVINGS FOR CHRISTMAS**”. Please see photo below for your reference;



- c. **Wearing of red SALE Shirt** – EC’s should wear the red SALE Shirt every Friday, Saturday & Sunday starting on September 3 – November 7, 2021. Please refer to the memo on wearing Sophia Sale shirt **MKTG0521-0172** for reference on guidelines.
- d. **VM decoration** – We will start decorating our showcase with Christmas decors (christmas balls, poinsettia, christmas tree miniature) to feel the spirit of Christmas. M’ Merce Francisco will directly coordinate to the store for the VM decoration.

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

**September:** *“Are you thinking about early Christmas Shopping? Elegant and sparkly jewelry is made more affordable before the Christmas season through Hulug-Hulugan Savings with Sophia Jewellery. Visit us on the branch near you or message us in sophiajewellery FB page. Ask us HOW!” #LovelsSophia*

**October:** *“Are you excited for Christmas? Give yourself or your loved-ones an early Christmas gift through our Hulug-hulugan Savings for Christmas. Visit the nearest Sophia Jewellery branch NOW or message us in sophiajewellery FB page. Have your sparkling and stunning present this Christmas.” #LovelsSophia*

**November:** *“Holiday Season is right around the corner, it’s time for you to get the best gift for yourself or for your loved-ones. Choose the finest jewelry as an awesome gift! Visit us on the nearest branch and avail our Hulug-hulugan Savings. Ask us HOW!” #LovelsSophia*

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

*“Good day Ma’am/Sir! Ano pong hanap nyo? Since BER months na, nakapag-isip na po ba kayo ng gift for Christmas? Marami po kaming items na pwedeng i-pang regalo sa sarili nyo or para sa loved-ones nyo. We made it even more affordable through our Hulug-hulugan savings. Pwede nyo na po i-avail as early as now in preparation po for Christmas. Malaki din po ang mase-save nyo if ever na makapag-fully pay po kayo within 30 days (discuss the mechanics and savings). Thank you po sir/mam. Have the best Holiday Season po!*

**4. Social media Ads/Posting** – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional awareness online. Please share the posters to your respective FB account. We will also be sending an online poster to our partnered mall’s social media account.

**5. Newspaper Ads** – We will place ads to feature the Hulug-Hulugan Savings for Christmas poster in our partnered newspaper.

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

1. Store and VM Photos must be forwarded to M’ Rosemarie Compra at [sophia.rmcompra@gmail.com](mailto:sophia.rmcompra@gmail.com) and cc [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com) on September 5, 2021 as a reference of documentation.
2. Concern and feedback regarding the promotion should be immediately addressed to the marketing for immediate intervention.

For your information and guidance.

Thank you.



Darlyn D. Espiritu  
Marketing Director