

To: Sales Team
From: Marketing Team
Re: **Graduation Sale**
Date: May 31, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Graduation marks a milepost in the lives of student. It is a significant achievement and marks a big transition for the graduate and his or her family. It's a serious yet joyful event. Thus, we are excited to celebrate this momentous event with our Graduation Sale.

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

WHAT: **Graduation Day Sale**
“Be Bold, Be Courageous, Be Your Best”
WHEN: **June 1-30,2022**
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 gold necklace and pendant items except rematado, made to order, consignment and overage Jewelry.
- 1.2. Promotion is open for Cash, G-cash, Debit card and Credit Card straight payment.
- 1.3. Additional discounts can no longer be given on top of this.
- 1.4. For auditing purposes, enter the promo code **#22GS** in the remarks section.

2. Special Promo on College Ring

- 2.1 Special freebie will be given to the clients who will purchase college ring and will fully pay during the promo period.

B. Awareness

1. Promotion Collateral

- a. Starting June 1, Mother’s Day Super sale collaterals will be replaced with the **Graduation Sale** collaterals.



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



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

“Graduation is the time to reward yourself or your loved ones for all the hard work and accomplishment. Sophia Jewellery offers timeless pieces that can serve as a symbol of success. Get a discount on necklaces and pendants at any Sophia Jewellery branch near you! ”

3. Wearing of RED SALE shirt – EC/SIC’s who still have a good condition RED SALE shirt can wear it every Saturday and Sunday from June 1 -30, 2022. But for EC/SIC’s with faded/damaged red sale shirts, can just wear their regular uniform.

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

“Hello Ma’am/Hello 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-fullpayment po kayo within the month meron pa po kayong freebies na matatanggap from us.

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 store, along with the EC/SIC must be sent to sophia.cmveloso@gmail.com and cc sophia.ddespiritu@gmail.com on June 4, 2022.

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

