

To: Sales Team
From: Marketing Team
Re: **HEARTS DAY SALE**
Date: January 18, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

With the month of Love approaching, we are excited to give our clients with another memorable Valentine’s Day experience by providing them with the best gift for their loved ones. Thus, we will be having our Hearts Day Sale promotions to encourage our clients to buy jewelry as a gift.

Please see mechanics below and let the good news spread to our dear clients, family and friends:
WHAT: HEARTS DAY SALE

Feel The Love, Show your Love

WHEN: February 1 – 28, 2022
WHERE: All Sophia Jewellery Outlets
WHO CAN JOIN THE PROMO: All clients Mindanao wide

HOW:

A. Mechanics

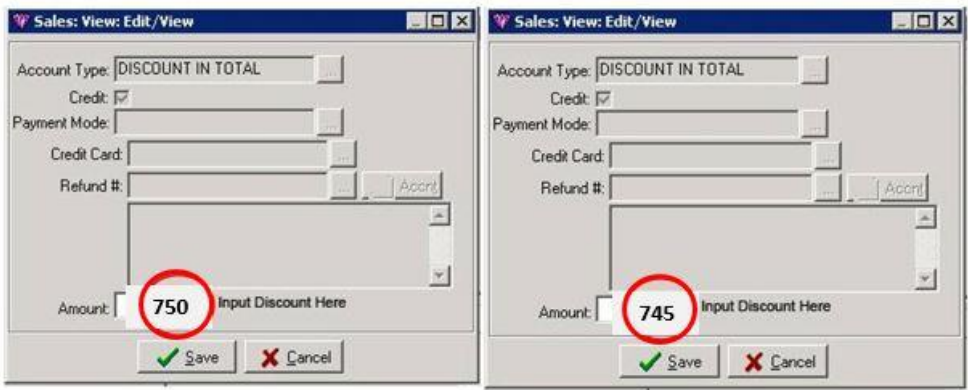
1. Discounts on all HEARTS TAG item.

- 1.1. Clients can avail **35% discounts on all Heart tagged Jewelry** except rematado, consignment and overage jewelry.
- 1.2. Promo is Open to Cash and Credit Card Transaction (straight payment).
- 1.3. Additional discounts can no longer be given.

2. Special Limited Edition Heart Bundle

- 2.1 Special Bundle price of **₱9,795.00** for 18k Curblink Heart Necklace & Bracelet
- 2.2 If purchase individually/separately, special price will not be given. Regular price will be applied.
- 2.3 Heart bundle is applicable for cash purchase only.
- 2.4 Heart bundle is not valid for jewelry loans or employee purchases up to the third degree of consanguinity.
- 2.5 Special price will be valid until Feb 28 only and bundle items must be pulled out from the display on March 1. Please wait for further instruction from the Supply Chain.
- 2.5 How to input Heart Bundle discount in the POS system:

Item	Tag/Reg Price	Discount	Discounted Price
Necklace	₱6,495.00	₱750.00	₱5,745.00
Bracelet	₱4,795.00	₱745.00	₱4,050.00
Bundle			₱9,795.00



3. Place the promotional code **#22HDS** in the remarks tab and OR for auditing purposes.

B. Awareness

1. Promotion Collaterals

a. Tarpaulin and Poster - Starting February 1, Hulug hulugan Savings tarpaulin will be replaced with the Hearts Day Sale collaterals.



b. VM Display – Heart Bundle will be displayed separately with a POS material to highlight the display.



b. Balloons – We will place all red heart design balloons using the balloon stand.



c. Wearing of RED SALE shirt – The red SALE shirt will be worn every Friday, Saturday and Sunday from February 1 – 28, 2022. Please check memo **MKTG0521-0172** for additional information on the guidelines for wearing red sale shirts.

d. Text Brigade – Text blast brigade via CRM and EC will be sent to the clients.
“This Valentines Day, everyone deserves the love you have, and Sophia Jewellery can give you a meaningful and romantic gift that your loved ones will remember for a lifetime. Get discounts on all Hearts item at any Sophia Jewellery branch near you!”

e. Intercept – EC will intercept clients using the SALE sintraboard and can use this introductory

spiel for reference.

"Good afternoon ma'm/sir, naghahanap po ba kayo ng ireregalo ngayong Valentine's day? Meron po kaming special discount on all heart items and we also have special price for Heart bundle. (show the display). Sigurado po ako na happy kung sino man ang pagbibigyan nyo ng gift dahil they will feel precious if you will give them gold as gift" (you may translate this in your own dialect)

f. 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.

g. Newspaper Ads- We will place ads to feature the Heart Day Sale promotion in our partnered newspaper.

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

- a. As a reference of documentation, VM display, photos of the store, along with the EC/SIC must be send to M'Ina Ramirez at icramirez@sophiajewellery.com, cc sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on February 4, 2022.
- b. M' Colleen and M'Ina will do a phone debriefing on February 11, 18 & 25, 2022

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

Thank you & Happy Heart's Day!


Darlyn D. Espiritu
Marketing Director