

To: All SJI, TNGC Team members  
From: Marketing Team  
Re: **The Spark Within: Unveiling Love’s Funniest Moments Online Story Contest**  
Date: February 6, 2024

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Greetings everyone!

It is the month of love, a time to express deep affection for that special someone. With Valentine’s Day just around the corner, now is the perfect moment to encourage our clients to participate in our online story contest. They can share their favorite funny photo with their partner and explain why their laughter-filled stories hold a special place in their hearts. Whether it's a silly dinner moment, or a funny adventure, this is an opportunity to share their heartfelt memories with the love of their life with others.

The lovely couple **will get a free dinner date** at our chosen restaurant, a **flower bouquet**, and a **cake**. This way we become part of their special moment as a couple that is worth celebrating.

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

- WHAT:** “Unveiling Love’s Funniest Moments Online Story Contest”.
- WHEN:** Feb 1, 2024 –Feb 29, 2024 (Submission of entries)
- ANNOUNCEMENT:** March 15, 2024 (During live selling)
- HOW:**
- 1. **Mechanics**
    - 1.1. Who may join the contest?
      - 1.1.1. The online story contest is open to everyone.
      - 1.1.2. A follower of our social media platforms which includes Facebook & Instagram.
      - 1.1.3. Employees and relatives up to third consanguinity of SJI and other affiliated companies are not allowed to join the contest.
    - 1.2 How to join the Contest:
      - 1.1.4. Comment on the main post of the contest. Each entry must include a photo and the story.
      - 1.1.5. Entries should have a brief story of how his/her story is special (not more than 150-300 words).
      - 1.1.6. Participants must tag 5 friends on their comment.
      - 1.1.7. Participants must **share the post** on their wall.
      - 1.1.8. Include hashtag **#HonorYourStory #HeartsDayWithSophia**
      - 1.1.9. Participants must like & follow the Sophia Jewellery FB & IG page.
      - 1.1.10. Participant should provide the details being asked via PM inquiries to confirm their entries.
  - 2. **Criteria for Judging**
    - 2.1. 25% Post Reacts
    - 2.2. 25% Post Shares
    - 2.3. 50% winning story will be chosen by the selected judges.
  - 3. **Awarding of Winner**
    - 3.1. The awarding of the winner will be done in the store which is closest to the client.
    - 3.2. If in case the winner is not residing in the area where our stores are located, we will provide an e-certificate.
  - 4. **Prize**
    - 4.1. One (1) participant will win a FREE Dinner date for two (2), a flower bouquet, and a cake.
  - 5. **Social media Ads/Posting**
    - 5.1. The Marketing team shall post the contest on the FB page. We encourage everyone to please share it to your FB account and let your friends and families know.

For any questions or concerns regarding the contest you may contact the marketing team or M’ Chang Laran at 0917-8946-177.

Thank you.

  
**Darlyn D. Espiritu**  
Marketing Director