

To : Sales Team
From: Marketing Team
Re : **2023 Birthstone Collection Sale**
Date: June 30, 2023
CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

We are thrilled to present to you a captivating range of jewelry piece that celebrate the beauty and significance of birthstones. Each stone carries its own unique story and symbolism, making these pieces not only visually stunning but also deeply meaningful.

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

WHAT: Birthstone Collection Sale
"Each stone has a story to tell"

WHEN: July 1 - 31, 2023

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All clients Mindanao wide

HOW:

A. Mechanics

- 1. Clients can avail the special **35% discount** on all regular Birthstone Collection only. Consignment, Rematado and Forever Sale items are not included.
- 2. Promo is open to the following transactions:

Cash	<input checked="" type="checkbox"/>	G-cash	<input checked="" type="checkbox"/>	HC Pay	<input checked="" type="checkbox"/>
Debit Card	<input checked="" type="checkbox"/>	G-gives	<input checked="" type="checkbox"/>	Hulug-Hulugan	<input type="checkbox"/>
Credit Card (straight)	<input checked="" type="checkbox"/>	G-Paybills	<input checked="" type="checkbox"/>		
		Maya	<input checked="" type="checkbox"/>		
- 3. List of all Items will be provided by Supply Chain in coordination with Marketing.
- 4. Since this is overlapping with the Graduation Sale, and Festival Sale, only one promo code shall be applied during the promo period.
- 5. These items will not be included in the rotation and will remain on display for the duration of the highlight.
- 6. Input promotional code **#23BC** on the remarks tab for auditing purpose.

B. Awareness

- 1. **Promotion Collateral** - Starting July 1, POS material will be displayed in the showcase together with the VM Display with Birthstone items. Jewelry type and designs may vary each outlet.



- 2. **Text Blast Brigade** – Text blast brigade via CRM and EC will be sent to the clients.
"Explore our beautiful birthstone selection! Embrace your unique beauty with our stunning Devotional Birthstone collection. Avail any timeless elegance items from our Birthstone collection and enjoy big discounts. Visit us now!"
- 3. **Intercept** – EC will intercept clients and can use this introductory spiel for reference.
"Hello Ma'am, meron po kaming birthstone collection ngayon kung san makaka avail po kayo ng special discount. Maganda po ito since it will be a timeless and elegant. Pwede nyo rin po itong iregalo sa mga friends and family ninyo"
- 4. **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 VM display with the collection highlight must be sent to M' Mylene Pagulayan at marketingadmin@sophiajewellery.com, cc sophia.cmveloso@gmail.com, and sophia.ddespiritu@gmail.com by July 4, 2023.
- b. M' Colleen and M' Mylene will do a phone debriefing on July 7,14,21,28 2023.

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

