

To: Area Sales Head, Team Leader
From: Marketing Department
Re: **Pay Day SUPERSALE**
Date: January 8, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Pay Day is coming! Good News! We will be having a PAYDAY SUPERSALE on selected dates for the month of January to take advantage of this. Let's seize this chance to empower more women!

Please share the good news to our clients, family & friends.

WHAT: Pay Day SUPERSALE
WHEN: January 14-16 and January 28-31, 2022
WHERE: All Sophia Jewellery Outlets
WHO CAN JOIN THE PROMO: All clients Mindanao-wide
HOW:

A. Mechanics:

1. Customers can avail a 35% discount on all Gold & Diamond Jewelry except consignment, made to order items, rematado, and forever sale items.
2. Promo is open to Cash Transactions and Credit Card Transactions (straight payment only).
3. Additional discounts can no longer be given.
4. Promo will run at all Sophia Jewellery outlets.
5. Promo will run from January 14 to 16 and January 28 to 31, 2022 only.
6. Place promo code #22PS on the remarks tab.

B. Awareness:

1. **POS Material** - Starting January 14-16 and January 28-31, SALE POS material will be displayed in the showcase.



2. **Wearing of RED SALE shirt** – The red SALE shirt will be worn on January 14-16 and January 28-31, 2022. For more information on the guidelines of wearing red sale shirt, please see memo MKTG0521-0172.

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

Text blast on January 10 – 16, 2022 only - “Good news Ma’am Darlyn! Sophia Jewellery will be having its Payday SUPER SALE from January 14 – 16, 2022. Check out the nearest Sophia Jewellery outlet and choose the best piece of jewelry that you deserve. See you!

Text blast on January 24 - 31, 2022 only - “Good news Ma’am Darlyn! Sophia Jewellery will be having its Part 2 Payday SUPER SALE from January 28-31, 2022. Check out the nearest Sophia Jewellery outlet and choose the best piece of jewelry that you deserve. See you!

4. Intercept – EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference. *“Good day Ma’am Sir, welcome to Sophia Jewellery! Meron po kaming Pay Day SUPER SALE ngayon. Makaka avail po kayo ng special discount sa mga items natin for a limited period lang po. Pwede nyo po itong ipang regalo, o remembrance po ng sweldo nyo” (then offer any items)*

5. 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.

6. Newspaper Ads- We will place ads to feature the PayDay SuperSale announcement in our partnered newspaper.

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

- a. As a reference of documentation, photos of store, along with the EC/SIC must be send to M'Ina Ramirez at icramirez@sophiajewellery.com, ccsophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on January 15, 2022.
- b. Debriefing will be done by Ma’am Colleen and Ma’am Ina via phone call on January 17 and Feb 1, 2022

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

For your information and guidance.

Thank you


Darlyn D. Espiritu
Marketing Director

