

To: Sales Team
From: Marketing Team
Re: **VSR Red Hot Sale**
Date: September 20, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Good news! In collaboration with Robinsons Valencia Red Hot Sale, Sophia Jewellery is thrilled to announce our participation in Red Hot Sale. Let's seize this opportunity to empower more women!

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

WHAT: VSR Red Hot Sale
WHEN: September 25- October 1, 2024
WHO CAN JOIN THE PROMO: VSR Clients only
HOW:

A. Mechanics:

1. Customers can avail a 35% discount on all regular gold & diamond jewelry, consignment, except made to order items, rematado, and forever sale items

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. Additional discounts can no longer be given on top of this.
4. Promo will run only at **Robinsons Valencia** Sophia Jewellery outlet only.
5. Place promo code **#24RHS** on the remarks tab.

B. Awareness:

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

"Hard work deserves a reward! Now's the perfect time to treat yourself to that stunning jewelry piece you've been dreaming of. Join us at Sophia Jewellery for our Red Hot Sale from September 25 - October 1, 2024 where you can find the perfect piece that sparkles just as bright as you. Visit us NOW and shine even brighter!"

- 2. 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 Red Hot Sale ngayon. Makaka avail po kayo ng special discount sa mga items naming mam/sir kaya take advantage na po. Deserve nyo po regalan ang sarili nyo." (then offer items)

For any concerns and feedback regarding the promotion, please feel free to contact Ma'am Mary Ada Abella from the Marketing team at 0917-795-7460.

For your information and guidance.

Thank you!


Darlyn D. Espiritu
Marketing Director