

To: Sales Team  
From: Marketing Team  
Re: **2024 Besties Collection**  
Date: August 31, 2024  
CC: SC, HR, ACCTG, MIS, AUDIT

Exciting news! In celebration of National Best friend Day, we're thrilled to introduce our new Besties Collection, designed to honor the special bond between friends. These limited-edition pieces are perfect for commemorating and cherishing each unique connection with their bestie. Let's help our clients find the perfect piece to celebrate their friendship!

Please be guided on the following:

- 1. Selected Stores will have the new Besties Collection: **CLM, ZKC, IGC, IGV, GKJ and Website.**
- 2. Please see below for Besties Collection Allocation per store:

Photo	Jewelry Type	Qty	Allocation per Store					
			CLM	ZKC	IGC	IGV	GKJ	Website
	Pinky Swear Pendant	6 pcs	1	1	1	1	1	1
	Soul Sister Pendant	1 pair		1				
	Best Friend Pendant	2 pairs	1			1		

*Note: The besties collection is all pendants*

- 3. The supply chain will be in-charge on the delivery of the besties collection to the selected stores. Highlights of the display will start as soon as the Supply Chain delivers the items.
- 4. A separate display will be created for the Besties Collection with POS material.
- 5. **Use the POS material** if the pieces are two or more, this only includes: **CLM, ZKC and IGV.** For IGC, GKJ, please use the spiel given below as one way to encourage our clients in purchasing.

**Rebranded stores:**

Featured Collection will be placed on a neckpiece together with necklace chain.

Please place the Besties collection right in front of the neckpiece.



6. All new Besties collection will follow the same discount scheme with regular items.
7. The Besties Collection will be highlighted until October 15, 2024.
8. Spiels:

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

**Week 1:**

*"Celebrate your unbreakable bond with our new Besties Collection! These stunning collections are the perfect way to show your bestie just how much you care. Create a lasting memory together—grab yours now! "*

**Week 2:**

*"Don't miss the chance to find the perfect gift for your bestie! Our new Besties Collection feature breathtaking, limited-edition pieces that will be treasured forever. Be sure to grab yours and create a special memory together!"*

**Week 3:**

*"Best friends, forever shine. Discover our new Besties Collection—these limited-edition pieces are not only stylish but also a symbol of your unbreakable bond. Treat yourself and your bestie today!"*

**Week 4:**

*"Our Besties Collection is a limited-edition dream come true, and this is your last chance to get these stunning pieces! These exquisite designs beautifully celebrate your unbreakable bond with your bestie. Don't wait—treat yourselves before they're gone forever!"*

- b. **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 mga bagong collection na perfect po para sa mga magbestfriends o pangregalo sa magbestfriend. Pasok po kayo para makita nyo po ang mga bagong Besties collection namin. (then offer items)"*

For any concerns and feedback regarding the Besties Collection, please feel free to contact M' Ada Abella from the Marketing team at 0917-795-7460.

For your information and guidance.

Thank you!



Darlyn D. Espiritu  
Marketing Director